



*Charlie Chaplin*

**TRADE NEWSPAPER  
FILM ADVERTISEMENT  
COLLECTION.**



# 1914 - Keystone

---



# FOUR ACES



## Kay-Bee Features

FEBRUARY 6th  
**Secret Lode**  
(1 Reel)

FEBRUARY 10th  
**Colonel's Adopted Daughter**  
(1 Reel)

FEBRUARY 13th  
**Arrow Maker's Daughter**  
(2 Reels)

FEBRUARY 20th  
**The Raiders**  
(2 Reels)



MAKING  
A  
LIVING

## Domino Winners

FEBRUARY 5th  
**O Mimi San**  
(2 Reels)

FEBRUARY 12th  
**Mystery Lady**  
(2 Reels)

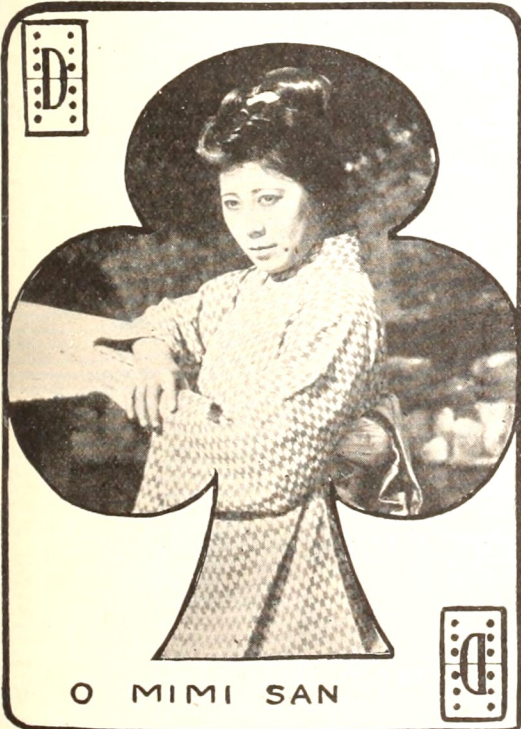
FEBRUARY 19th  
**The Play's The Thing**  
(2 Reels)

## Keystone Comedies

FEBRUARY 2nd  
**Making a Living**

FEBRUARY 5th  
**Little Billy's Strategy**

FEBRUARY 7th  
**Kid Auto Races at Venice—  
Olives and Their Oil**  
FEBRUARY 9th  
**Mable's Strange Predicament**  
FEBRUARY 12th  
**A Robust Romeo**



## Broncho Headliners

FEBRUARY 4th  
**New England Idyl**  
(2 Reels)

FEBRUARY 11th  
**Romance of the Sea**  
(2 Reels)

FEBRUARY 18th  
**Yellow Flame**  
(2 Reels)

FEBRUARY 25th  
**Repaid**  
(2 Reels)

MARCH 4th  
**Mario**  
(2 Reels)

MARCH 11th  
**A Barrier Royal**  
(2 Reels)



A  
NEW  
ENGLAND  
IDYL

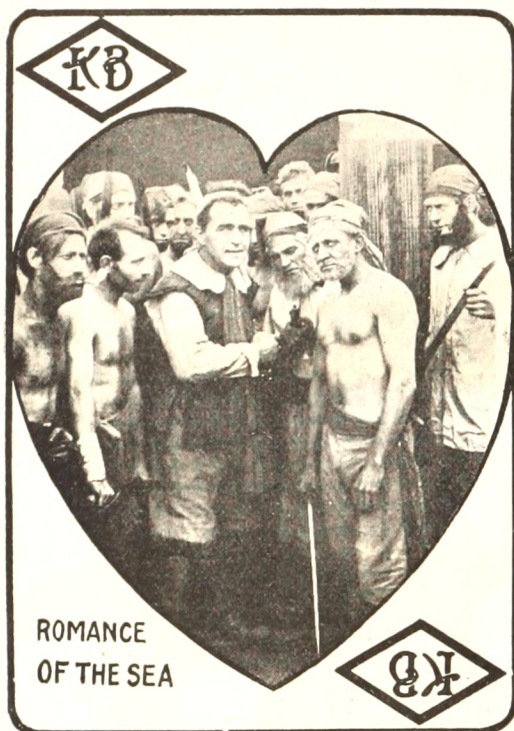
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# FOUR ACES



ROMANCE  
OF THE SEA

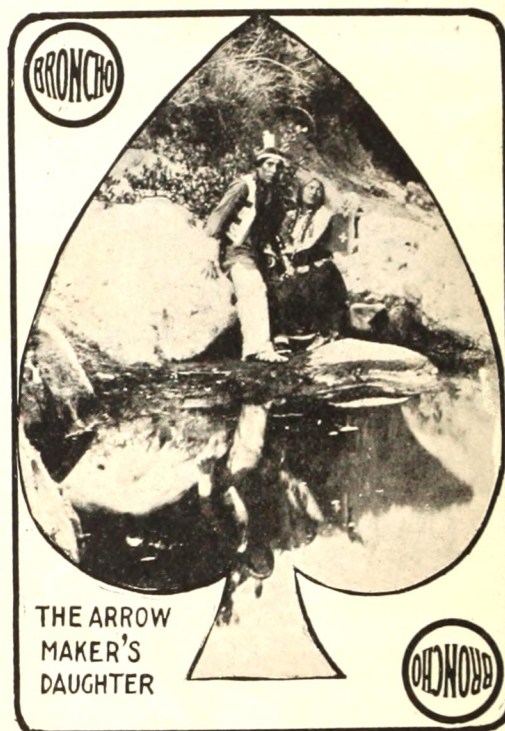
## Kay-Bee Features

FEBRUARY 10th  
Colonel's Adopted Daughter  
(1 Reel)

FEBRUARY 13th  
Arrow Maker's Daughter  
(2 Reels)

FEBRUARY 20th  
The Raiders  
(2 Reels)

MARCH 3rd  
North of 53  
(2 Reels)



THE ARROW  
MAKER'S  
DAUGHTER

## Domino Winners

FEBRUARY 12th  
The Mystery Lady  
(2 Reels)

FEBRUARY 19th  
The Play's The Thing  
(2 Reels)

FEBRUARY 26th  
Courtship of O San  
(2 Reels)

MARCH 5th  
For The Wearing  
of the Green  
(2 Reels)

## Broncho Headliners

FEBRUARY 11th Romance of the Sea (2 Reels)

FEBRUARY 18th  
Yellow Flame  
(2 Reels)

FEBRUARY 25th  
Repaid  
(2 Reels)

MARCH 4th  
Mario  
(2 Reels)

MARCH 18th  
A Barrier Royal  
(2 Reels)



MYSTERY LADY

## Keystone Comedies

FEBRUARY 9th  
Mabel's Strange Predicament

FEBRUARY 12th  
A Robust Romeo

FEBRUARY 16th  
Raffles, Gentleman Burglar  
(2 Reels)

FEBRUARY 19th  
A Thief Catcher

FEBRUARY 21st  
Love and Gasoline



MABEL'S  
STRANGE  
PREDICAMENT

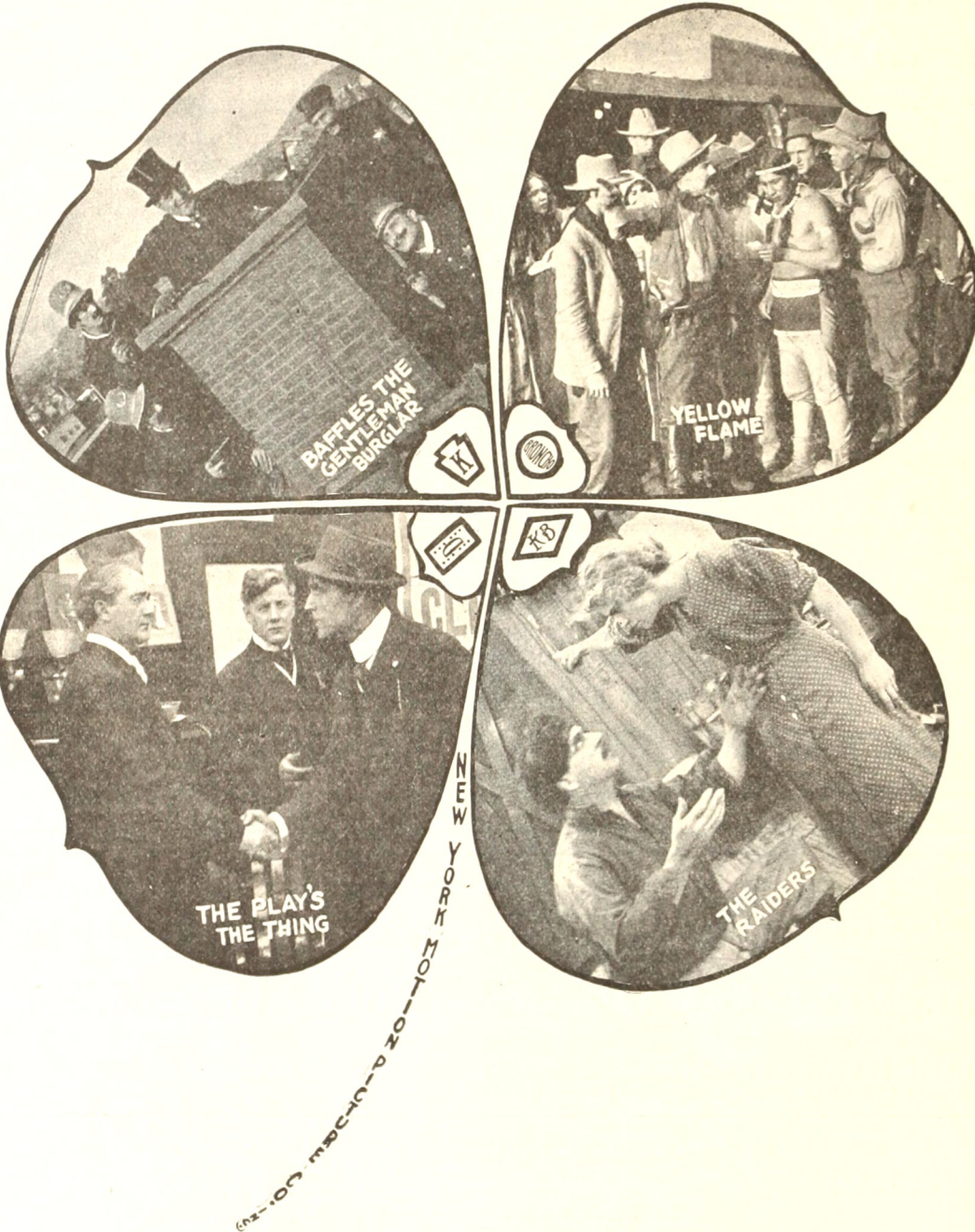
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# The FOUR LEAF CLOVER OF THE INDUSTRY



## Kay-Bee Features

FEBRUARY 20th  
**The Raiders**  
(2 Reels)

FEBRUARY 27th  
**North of 53°**  
(2 Reels)

## Broncho Headliners

FEBRUARY 18th  
**Yellow Flame**  
(2 Reels)

FEBRUARY 25th  
**Repaid**  
(2 Reels)  
MARCH 4th  
**Mario**  
(2 Reels)

MARCH 11th  
**A Barrier Royal**  
(2 Reels)

MARCH 18th  
**Adventures of Shorty**  
(2 REELS)

## Keystone Comedies

FEBRUARY 16th  
**Raffles, Gentleman Burglar**  
(2 Reels)

FEBRUARY 19th  
**A Thief Catcher**

FEBRUARY 21st  
**Love and Gasoline**

FEBRUARY 23rd  
**'Twixt Love and Fire**

FEBRUARY 26th  
**Little Billy's City Cousin**

FEBRUARY 28th  
**Betwixt Showers**

## Domino Winners

FEBRUARY 19th  
**The Play's The Thing**  
(2 Reels)

FEBRUARY 26th  
**Courtship of O San**  
(2 Reels)

MARCH 5th  
**Wearing of the Green**  
(2 Reels)

MARCH 12th  
**The Silent Messenger**  
(2 REELS)

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FEBRUARY 20th  
**The Raiders**  
 (2 Reels)

FEBRUARY 27th  
**North of 53°**  
 (2 Reels)

MARCH 6th  
**The Path of Genius**  
 (2 Reels)

MARCH 13th  
**Desert Gold**  
 (2 Reels)

FEBRUARY 26th  
**Courtship of O San**  
(2 Reels)

MARCH 5th  
**Wearing of the Green**  
(2 Reels)

MARCH 12th  
**The Silent Messenger**  
(2 Reels)

**FEBRUARY 25th**  
**Repaid**  
( 2 Reels )

**MARCH 4th**  
**Mario**  
( 2 Reels )

**MARCH 11th**  
**A Barrier Royal**  
( 2 Reels )

**MARCH 18th**  
**Adventures of Shorty**  
( 2 Reels )

FEBRUARY 23rd  
'Twixt Love and Fire

FEBRUARY 26th  
Little Billy's City Cousin

FEBRUARY 28th  
Between Showers

MARCH 2  
A Film Johnnie

MARCH 5  
A False Beauty

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**KAY-BEE****BIG WEEK***for***KAY-BEE  
DOMINO****KEYSTONE  
BRONCHO**

MONDAY, APRIL 27

THE KEYSTONE COMPANY will release the Two Reel Comedy, *Caught in a Cabaret* featuring *Mable Normand* and *Charles Chaplin*.

WEDNESDAY, APRIL 29

THE BRONCHO COMPANY will release the First Part, in Two Reels, *Shorty Escapes Matrimony*, featuring "*Shorty*" *Hamilton* (the second part of this Photo-Play will be released May 6).

THURSDAY, APRIL 30

THE DOMINO COMPANY will release another of *Walter Edwards* great productions featuring himself, *Clara Williams* and *Harry Keenan* in *Out of the Night*; two reels.

THE KEYSTONE COMPANY will release that screaming farce *When Villains Meet*.

FRIDAY, MAY 1

THE KAY-BEE will release one of its famous Indian-Western photo-plays *Love's Sacrifice*, two reels, featuring *Miss Tsuru Aoki* as an Indian Girl, and *Wm. Ehfre*.

**PHOTOS**

8 by 10 Photos of Players mentioned below can be had by sending to the Publicity Dept. 15 cents for one; 50c. for set of four; \$1.00 for set of eight.

Mable Normand  
Mack Sennett  
Charles Chaplin  
Roscoe Arbuckle

Clara Williams  
Charles Ray  
Richard Stanton  
Barney Sherry

Gretchen Lederer  
Chet Withey  
Shorty Hamilton  
Margaret Thompson

Tsuru Aoki  
Mildred Harris  
Walter Belasco  
Thos. H. Ince.

A Set of "Keystone Mable" in four different poses 50 cents.

*New York Motion Picture Corp.*  
LONGACRE BUILDING 42<sup>nd</sup> ST. & B'WAY NEW YORK

**DOMINO****KEYSTONE****BRONCHO**



# KAY-BEE

## ANOTHER LARGE WEEK FOR KAY-BEE DOMINO KEYSTONE BRONCHO

MONDAY, May 4th, THE KEYSTONE COMPANY will release a split reel, the educational end being showing you how our daily paper is made, and the Comedy part being "*A Busy Day*," in which *Charles Chaplin*, the great Keystone Comedian shows his versatility.

WEDNESDAY, May 6th, THE BRONCHO COMPANY releases the second part of "*Shorty Escapes Matrimony*," the first part of this picture being released April 29.

THURSDAY, May 7th, THE DOMINO COMPANY releases "*The Card Sharps*," in two reels, in which will be seen *Charles Ray*, *Hershal Mayall* and *Miss Enid Markey*, one of our new leading ladies.

THURSDAY, May 7th, THE KEYSTONE COMPANY will release another Comedy in which the inimitable *Charles Chaplin* plays the lead.

FRIDAY, May 8th, THE KAY-BEE COMPANY releases the two reel picture "*The Substitute*" in which *Thomas Chatterton*, the Kay-Bee Adonis, plays a dual part.

SATURDAY, May 9th, THE KEYSTONE COMPANY will release the one reel Comedy "*A Suspended Ordeal*," featuring (*Fatty*) *Roscoe Arbuckle*.

### PHOTOS

8 by 10 Photos of Players mentioned below can be had by sending to the Publicity Dept. 15 cents for one; 50c. for sets of four; \$1.00 for sets of eight.

Mable Normand  
Mack Sennett  
Charles Chaplin  
Roscoe Arbuckle

Clara Williams  
Charles Ray  
Richard Stanton  
Barney Sherry

Gretchen Lederer  
Chet Withey  
Shorty Hamilton  
Margaret Thompson

Tsuru Aoki  
Mildred Harris  
Walter Belasco  
Roy Laidl

and Thos. H. Ince

Set of "Keystone Mable Normand" in four different poses, 50 cents.

*New York Motion Picture Corp.*  
LONGACRE BUILDING 42<sup>nd</sup> ST. & B'WAY NEW YORK

# DOMINO



# KAY-BEE

## Important Notice

—In THE MOTION PICTURE NEWS, April 11, 1914, an "Ad" was inserted wherein it said: Richard V. Spencer and Reed Heustis were responsible for all the scenarios in the Kay-Bee, Broncho, Keystone and Domino Cos. This was a mistake, pure and simple, as Mr. Heustis was only in the employ of the Keystone Co. for a very short length of time—one or two weeks. The way that "Ad" should have been:—Scenario Dept. of the Kay-Bee, Broncho and Domino Cos. is presided over by Thomas H. Ince, William H. Clifford, and Richard V. Spencer, and Mack Sennett is the originator and author of all the great Keystone Successes.

**MONDAY, JUNE 1—KEYSTONE**—Will release a one reel comedy, "*The Fatal Mallet.*"

**WEDNESDAY, JUNE 3—BRONCHO**—Will release another one of the adventures of *Shorty's* series, "*Shorty's Trip to Mexico,*" in 2 parts.

**THURSDAY, JUNE 4—DOMINO**—Will feature *Gertrude Clare, Fanny Midgley, Charles Ray, Barney Sherry,* in a two part story, "*The Latent Spark.*"

**FRIDAY, JUNE 5—KAY-BEE**—Will release a *Mountain Moonshine Story*, titled "*Tennessee,*" in two parts. Those featured are *Miss Rhea Mitchell, J. Frank Burke* and *Thomas Chatterton.*

**SATURDAY, JUNE 6—KEYSTONE**—Release not announced as yet.

### PHOTOS

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Mabel Normand  
Mack Sennett  
Charles Chaplin  
Roscoe Arbuckle  
Harry G. Keenan

Barney Sherry  
Thos. H. Ince  
Gretchen Lederer  
Margaret Thompson  
Tsuru Aoki

Roy Laidlaw  
Clara Williams  
Mildred Harris  
Shorty Hamilton  
Charles Ray

Walter Belasco  
Frank Borzage  
Thos. Chatterton  
Richard Stanton  
Jay Hunt

A set 8 by 10 Photos of "Keystone Mabel" in four different poses, 50 cents a set.

*New York Motion Picture Corp.*

LONGACRE BUILDING 42<sup>nd</sup> ST. & B'WAY NEW YORK

# DOMINO



## KAY-BEE

### *One Two-Part Photoplay a Week*

Friday, Sept. 25—The Death Mask  
 " Oct. 2—One of the Discard  
 " " 9—The Sheriff of Muscatine  
 " " 16—The Word of His People

## KEYSTONE

### *Three a Week*

Monday Sept. 21—He Loved the Ladies  
 Thursday " 24—The New Janitor  
 Saturday " 26—Fatty's Debut  
 Monday " 28—Hard Cider

### IMPORTANT NOTICE

The Keystone Co. in the very near future will release a multiple reel comedy every other week in addition to the regular releases.

## BRONCHO

### *One Two-Part Photoplay a Week*

Wednesday, Sept. 23—Parson Larkin's Wife  
 " " 30—The Right to Die  
 " Oct. 7—The Boss of the 8th  
 " " 14—The End of the Galley  
 " " 21—Shorty and Sherlock Holmes

## DOMINO

### *One Two-Part Photoplay a Week*

Thursday, Sept. 24—The Test of Flame  
 " Oct. 1—The Gamekeeper's Daughter  
 " " 8—The Whiskey Runners  
 " " 15—Jimmy  
 " " 22—The Power of the Angelus  
 " " 29—Eric the Red's Wooing

Released Exclusively Through The Mutual Film Corporation

**Pennants**—Beautiful bright colored pennants of the four brands can be had by sending to the PUBLICITY DEPT. 35 cents for one, \$1.25 for set of four.

**Photos**—8 x 10 photos of our players can be had by sending to the PUBLICITY DEPT. 15 cents for one, 50 cents for set of four, \$1.00 for set of eight.

*Keystone Mabel in Four Poses 50 Cents*

# New York Motion Picture Corporation

FORTY-SECOND STREET and BROADWAY, Longacre Building, NEW YORK



# KAY-BEE

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## KAY-BEE

### One Two-Part Photoplay a Week

Friday, Oct. 23—The Spark Eternal.

Friday, Oct. 30—The Worth of a Life.

Friday, Nov. 6—The Game of Life.

## KEYSTONE

### Three a Week

Monday, Oct. 19—Dash, Love and Splash and Santa Catalina Islands.

Thursday, Oct. 22—The Love Thief.

Saturday, Oct. 24—Stout Heart, but Weak Knees.

Monday, Oct. 26—Shot in the Excitement.

### EXTRA TWO-REEL RELEASES

Monday, Oct. 26—Dough and Dynamite.

Monday, Nov. 9—His Trysting Place.

Monday, Nov. 23—The Sea Nymphs.

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## BRONCHO

### One Two-Part Photoplay a Week

Wednesday, Oct. 21—Shorty and Sherlock Holmes.

Wednesday, Oct. 28—The Golden Goose.

Wednesday, Nov. 4—The Desperado.

## DOMINO

### One Two-Part Photoplay a Week

Thursday, Oct. 22—The Power of the Angelus.

Thursday, Oct. 29—Eric the Red's Wooing.

Thursday, Nov. 5—In Old Italy.

### Released Exclusively Through the Mutual Film Corporation

**PENNANTS**—Beautiful bright colored pennants of the four brands can be had by sending to the PUBLICITY DEPT. 35 cents for one, \$1.25 for set of four.

**PHOTOS**—8 x 10 photos of our players can be had by sending to the PUBLICITY DEPT. 15 cents for one, 50 cents for set of four, \$1.00 for set of eight.

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*Keystone Mabel in Four Poses 50 Cents*

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**New York Motion Picture Corporation**

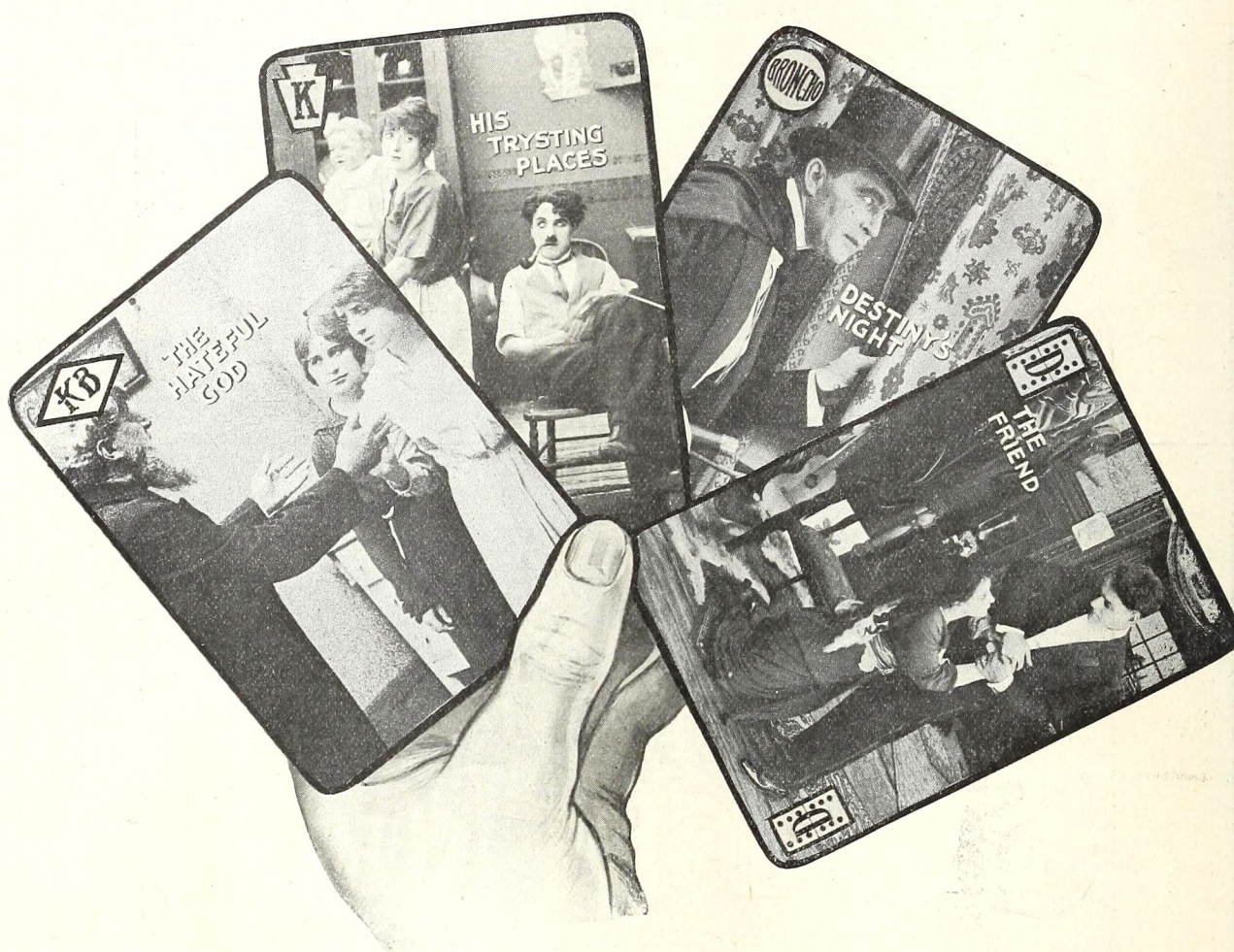
FORTY-SECOND STREET and BROADWAY, Longacre Building, NEW YORK

# DOMINO



# YOU ARE SURE TO WIN WITH THIS HAND

## THE WEEK OF NOVEMBER 8th



### Released Exclusively Through the Mutual Film Corporation

**PHOTOS**—8 by 10 photos of the following players can be had by sending to the PUBLICITY DEPT. 15 cents for one, 50 cents for set of four, one dollar for set of eight, etc.

Mabel Normand  
Barney Sherry  
Thos. H. Ince  
Enid Markey  
Richard Stanton  
Leona Hutton  
Rhea Mitchell

Charles Ray  
Roy Laidlaw  
C. N. Mortenson  
Charles Chaplin  
Margaret Thompson  
Frank Borzage  
Harry Keenan

Elizabeth Burbridge  
Mack Sennett  
Walter Belasco  
John Keller  
Jay Hunt  
Jerome Storm  
Webster Campbell

Sid Chaplin  
Roscoe Arbuckle  
Shorty Hamilton  
W. S. Hart  
Walter Edwards  
Gertrude Claire  
J. Frank Burke  
Herschel Mayall

**KEYSTONE MABEL IN TEN NEW STYLES**—15 cents for one, 50 cents for set of four, etc.

**PENNANTS**—Beautiful colored pennants of our four brands, **KAY BEE**, **KEYSTONE**, **BRONCHO** and **DOMINO**. 25 cents for one, one dollar for set of four.

## New York Motion Picture Corporation

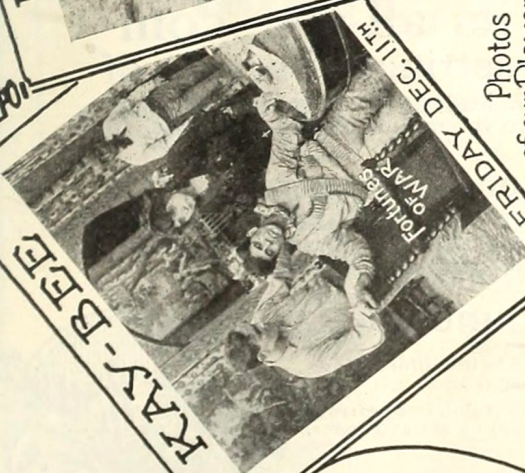
Longacre Building, 42nd St. and Broadway

NEW YORK

**AD KESSEL, Jr., President**



**KAY-BEE**



FRIDAY DEC. 11TH

**KEYSTONE**



MONDAY DEC. 7TH

**BRONCHO**



WED. DEC. 9TH

**DOMINO**



THURSDAY DEC. 10TH

## At The Front

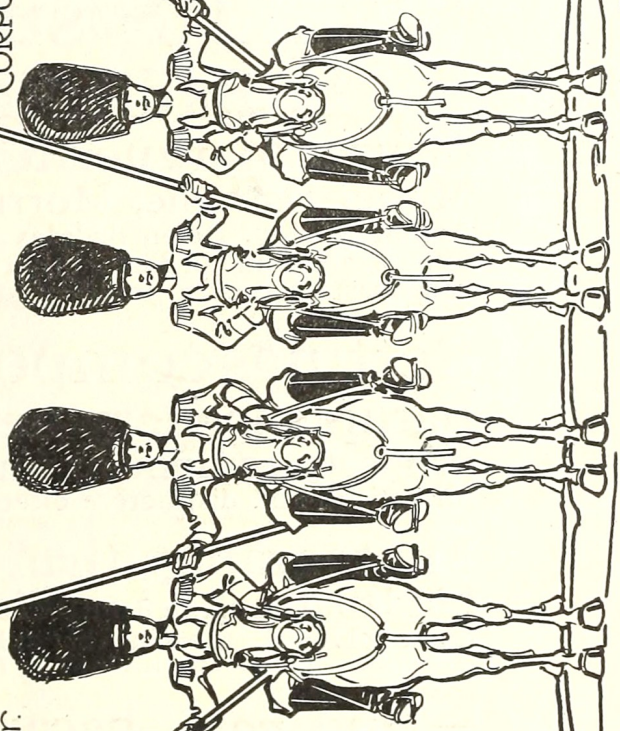
Photos  
of our Players  
can be had by  
sending to Publicity Dept.  
15 cents for one  
50 cents for set  
of four.

Released  
Exclusively  
Through the  
**MUTUAL FILM  
CORPORATION**

22x28 Photo Layouts in character  
make-up of Mable Normand, Chas.  
Chaplin, and Roscoe Arbuckle.

20 cents each

GREAT BRANDS OF FILM  
**KAY-BEE KEYSTONE  
DOMINO BRONCHO**



# NEW YORK MOTION PICTURE CORPORATION

LONGACRE BUILDING 42<sup>nd</sup> Str and BROADWAY  
**NEW YORK**



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# MARIE DRESSLER

SUPPORTED BY  
*CHARLES CHAPLIN & MABEL NORMAND*

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GREATEST COMEDY



# TILLIE'S PUNCTURED ROMANCE

A RARE & RIOTOUS WHOLESOME COMEDY  
RELEASED <sup>ON</sup> ALCO PROGRAM  
DEC. 21<sup>ST</sup>

# ALCO FILM

218 W. 42<sup>ND</sup> ST.

ALCO



# CORPORATION

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LIFE PHOTO FILM CORPORATION

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THE FORTHCOMING RELEASES ON THE ALCO PROGRAM

DEC. 7 MADAME OLGA PETROVA . . . . . IN . . . . . "THE TIGRESS"  
DEC. 14 MABEL TALIAFERRO . . . . . IN . . . . . "THE THREE OF US"  
DEC. 21 MARIE DRESSLER . . IN . . "TILLIE'S PUNCTURED ROMANCE"  
DEC. 28 FLORENCE NASH . . . . . IN . . . . . "SPRINGTIME"

THE FORTHCOMING RELEASES ARE BUT A CONTINUANCE OF  
THE POLICY TO PRODUCE ONLY QUALITY

— . . . —  
NOW PLAYING  
AND PROCURABLE AT ALL ALCO EXCHANGES

ETHEL BARRYMORE . . . . . IN . . . . . "THE NIGHTINGALE"  
ANDREW MACK . . . . . IN . . . . . "THE RAGGED EARL"  
JACOB P. ADLER . . . . . IN . . . . . "MICHAEL STROGOFF"  
CHAS. A. STEVENSON . . . . . IN . . . . . "SHORE ACRES"  
BEATRIZ MICHELENA . . . . . IN . . . . . "SALOMY JANE"  
THOS. JEFFERSON . . . . . IN . . . . . "RIP VAN WINKLE"  
ALL STAR CAST . . . . . IN . . . . . "LITTLE LORD FAUNTLEROY"  
DIGBY BELL . . . . . IN . . . . . "EDUCATION OF MR. PIPP"

IN TERRITORY HERETOFORE UNSOLD

LINA CAVALIERI . . . . . IN . . . . . "MANON LESCAUT"

# CORPORATION

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ALCO



# ALCO FILM

PRESENTS THE STAGE'S GREATEST COMEDY STAR

# MARIE DRESSLER



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DECEMBER 21

DEC. 7 MME. OLGA PETROVA . . . . . IN THE TIGRESS

DEC. 14 MABEL TALIAFERRO . . . . . IN THE THREE OF US

DEC. 28 FLORENCE NASH . . . . . IN SPRINGTIME

ALCO



# CORPORATION

IN THE FUNNIEST  
PRODUCTION EVER  
SCREENED

THE FIRST SUCCESSFUL  
PICTURIZING OF  
COMEDY ON A  
WHOLE BASIS



## "TILLIE'S PUNCTURED ROMANCE"

EXCHANGES THROUGHOUT THE UNIVERSE

**ALCO FILM CORPORATION**

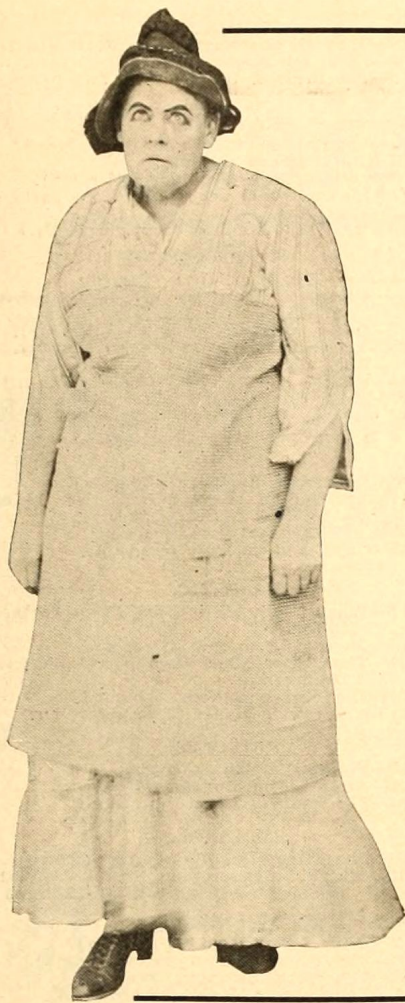
218 WEST 42<sup>ND</sup> STREET

ALCO BUILDING

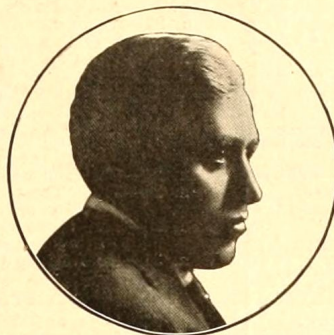
WALTER HOFF SEELEY, Pres.

**ALCO**





SIX  
REELS  
OF  
KEYSTONE



Mack Sennett

GREATEST  
COMEDY  
EVER  
PRODUCED

# Tillie's Punctured Romance

BEGINS WITH A TITTER—ENDS WITH A ROAR

Chas. Chaplin



Mabel Normand



New York Alco  
Film Service

218 West 42nd Street  
New York

For New York City—State

REN  
FAX

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110 West 40th Street, New York City.  
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# MACK SENNETT

*The Keystone of the Keystone Film Success*

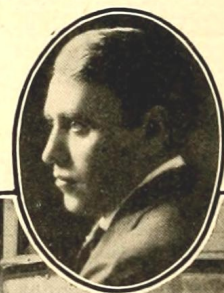
AUTHOR AND PRODUCER OF THE

WORLD'S SIX-REEL COMEDY MASTERPIECE

## "TILLIE'S PUNCTURED ROMANCE"

WITH

MARIE DRESSLER



This is a Usual Scene Wherever Mack Sennett's "Tillie's Punctured Romance" is Shown

Now In Preparation — ANOTHER SMASHING SENNETT FEATURE — With An  
ALL STAR BROADWAY CAST

BIGGER

FUNNIER

BETTER

STILL LEADING IN THE FIELD OF FEATURES

# GREAT NORTHERN

110 W. 40th Street

FAMOUS FILM PRODUCTIONS

NEW YORK



# 1915-8 - Essanay

---



# ESSANAY

ANNOUNCES IT HAS SECURED

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THE Greatest Comedian  
the motion picture world  
has ever seen.

---

This inimitable laugh-maker is at  
work now on some Essanay comedies  
that will be released in the near future.

---

YOU KNOW WHAT CHARLES  
CHAPLIN MEANS TO YOUR  
BOX OFFICE !

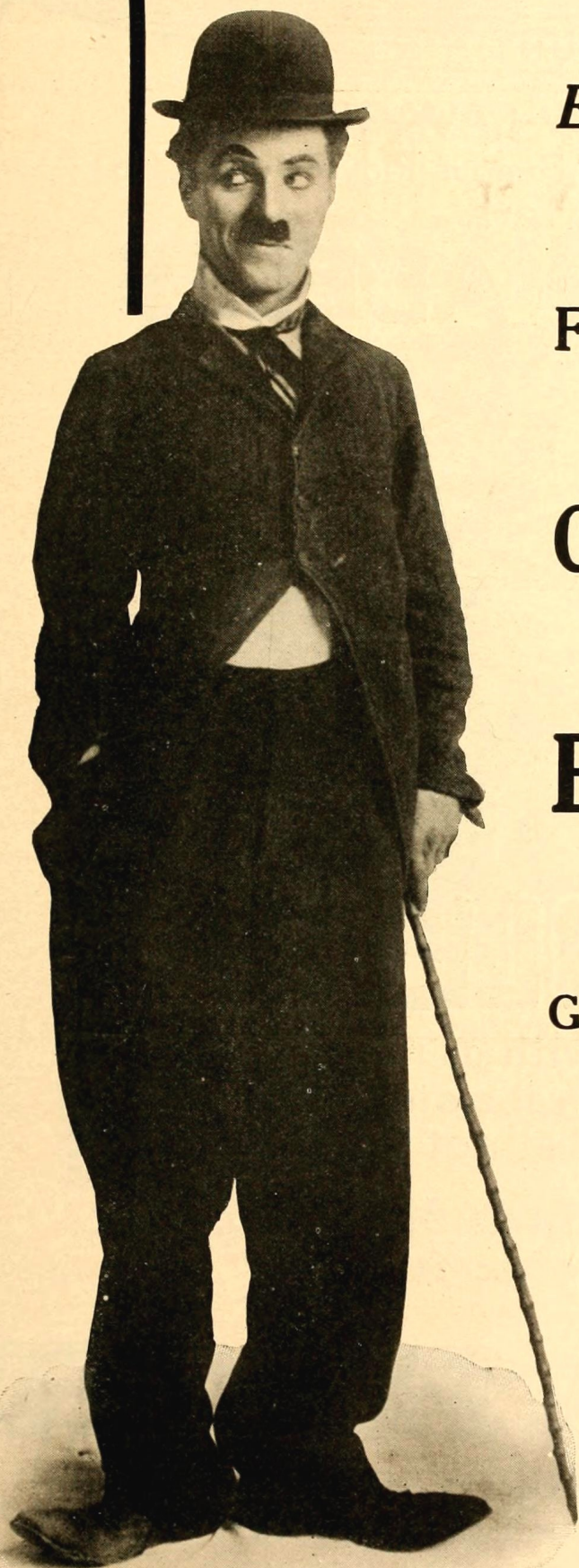
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*Essanay means the biggest plays  
and the greatest stars in the world*

**BOOK THEM ALL**

CHARLES CHAPLIN  
In the character which has made millions laugh.





*Every Exhibitor*

Knows the Box Office Value of the

**FUNNIEST COMEDIAN**

In Motion Pictures. He is

**CHARLES CHAPLIN**

Now With

**ESSANAY**

Get Your Early Bookings Through

**GENERAL FILM COMPANY**

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**FIRST RELEASE DATES**  
*Will Be Announced Soon*

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**Essanay Film Mfg. Co.**

1333 Argyle Street

CHICAGO



# ESSANAY

ANNOUNCES IT HAS SECURED

## CHARLES CHAPLIN



THE Greatest Comedian  
the motion picture world  
has ever seen.

---

This inimitable laugh-maker is at  
work now on some Essanay comedies  
that will be released in the near future.

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YOU KNOW WHAT CHARLES  
CHAPLIN MEANS TO YOUR  
BOX OFFICE !

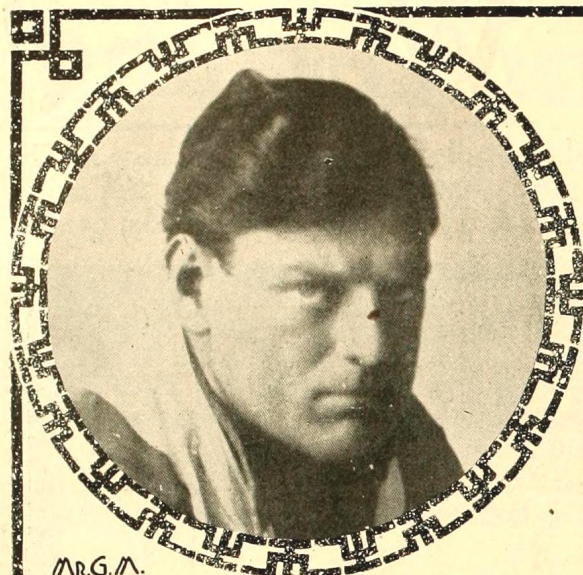
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*Essanay means the biggest plays  
and the greatest stars in the world*

**BOOK THEM ALL**

CHARLES CHAPLIN  
In the character which has made millions laugh.





MR. G. M.  
ANDERSON

**ESSANAY** is now offering to exhibitors three of the greatest stars the photoplay world has ever seen—the "A.B.C." of drama and comedy—**Mr. G.M. Anderson**  
**Mr. Francis X. Bushman**  
and **Mr. Charles Chaplin**



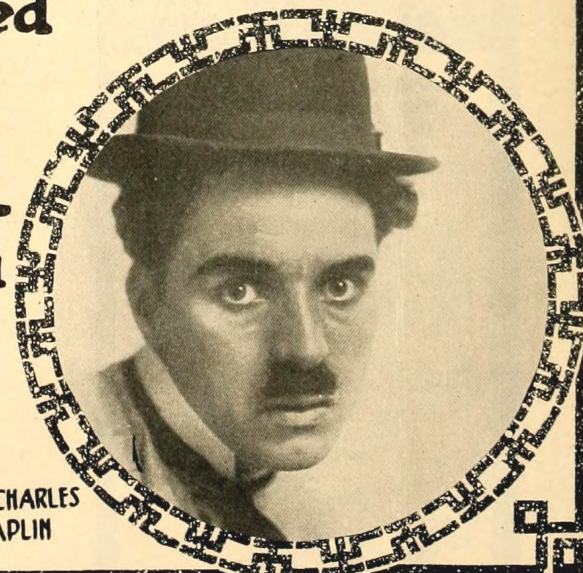
**Mr. Anderson** has made "Broncho Billy" the best known of any photoplay character.

**Mr. Bushman** has been voted the most popular actor and dramatic star in the world.

**Mr. Chaplin**, the most wonderful comedian ever seen on the screen, is in himself a guarantee of **ESSANAY QUALITY**.



MR. FRANCIS X.  
BUSHMAN



MR. CHARLES  
CHAPLIN



# GREATEST SCREEN STARS



## MONEY WINNERS OF THE MOTION PICTURE WORLD



**T**HE ESSANAY PLAYERS are the greatest boxoffice magnet in photoplaydom. Dramas and comedies in which they appear fill your theatres to overflowing and swell your receipts.



# ESSANAY

1333 ARGYLE STREET

...

CHICAGO, ILL.





Trademark  
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# ESSANAY



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*"First to Standardize Photoplays"*

PRESENTS

## Mr. FRANCIS X. BUSHMAN

The man voted the world's most popular photoplayer

### in "THE ACCOUNTING"

(in Three Acts)

by H. TIPTON STECK

THE sixth complete prize mystery play, to be released in conjunction with the short story in The Ladies' World for March, is a thrilling drama of the perils of the SECRET SERVICE, with Cupid playing a leading part. The magazine offers cash prizes for the best written paragraph, which is missing in the story.

Released February 18 through the Feature Department of the General Film Company

## CHARLES CHAPLIN is presented in "HIS NEW JOB"

HIS FIRST ESSANAY RELEASE

A two-reel photocomedy that is the funniest ever screened. "It is the best I ever did," says Chaplin. Released Monday, February 1st.

Released Monday, February 1

### "The New Teacher"

Sweetie proves to be a great favorite as a school teacher.

Released Tuesday, February 2

### "The Creed of the Clan"

A heart-interest drama of unusual quality. Adapted from The Munsey Magazines.

Released Wednesday, February 3

### "The Fable of Elvira and Farina and the Meal Ticket"

By GEORGE ADE

The cheapest way to find out about society is to read a popular author.

Released Thursday, February 4

### "Sophie's Home-Coming"

Slim succeeds in driving Mustang from Sophie's home.

Released Friday, February 5

### "Third Hand High"

(In Two Acts)

A thrilling drama of love and intrigue with E. H. Calvert and Ruth Stonehouse.

Released Saturday, February 6

### "Broncho Billy's Greaser Deputy"

(Reg. U. S. Patent Office)

A western drama featuring Mr. G. M. ANDERSON.

## Mr. G. M. ANDERSON

Known all around the world as "BRONCHO BILLY" is presented in

### "When Love and Honor Called" and "The Tell-Tale Hand"

## Mr. FRANCIS X. BUSHMAN

is presented in

### "THE BATTLE OF LOVE" By MRS. WILSON WOODROW.

### "In the Glare of the Lights" and "The Plum Tree"

These three-reel complete prize mystery plays have been pronounced by exhibitors as the greatest successes in the motion picture world.

Released through the Feature Department of the General Film Company

### "One Wonderful Night"

(In Four Acts)

MR. FRANCIS X. BUSHMAN is presented in this thrilling drama that is filling theatres everywhere.

### "The Good-for-Nothing"

(In Four Acts)

MR. G. M. ANDERSON is presented in this emotional drama of a wayward son.

Subscription Price of the Essanay News, a newspaper which tells you all about your Screen Favorites, 75 Cents a Year



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# ESSANAY

1333 Argyle St., Chicago, Ill.



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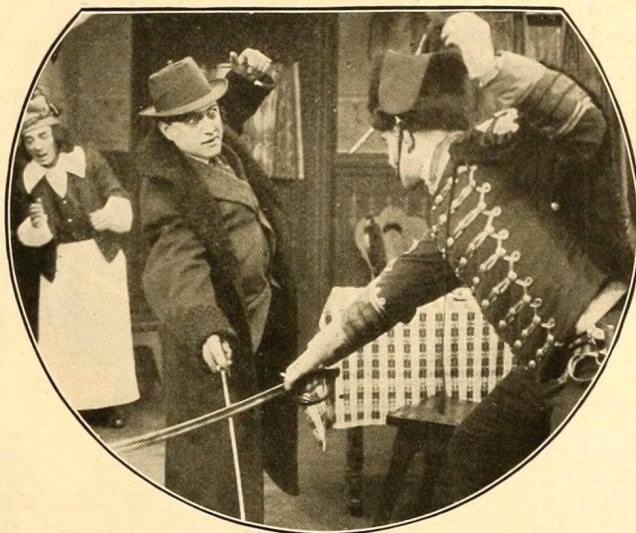


# Mr. Francis X. Bushman

voted the world's most popular photoplayer is presented in

## "The Accounting"

(In three acts)



"THE BATTLE  
OF LOVE"

"IN THE GLARE  
OF THE  
LIGHTS"

AND

"THE PLUM  
TREE"

(In 3 acts)

**T**HE great Secret  
Service drama,  
released February  
18, in conjunction  
with The Ladies'  
World.

Released through the feature department of the General Film Co.

RELEASED MONDAY, FEBRUARY 22

**"Ain't It the Truth?"**

Fish bait proves a great success in winning father's consent

RELEASED TUESDAY, FEBRUARY 23

**"The Surprise of My Life"**

How Jack Davis wakes to find himself acting the part of a thief.  
Adapted from The Munsey Magazines.

RELEASED WEDNESDAY, FEBRUARY 24

**"The Fable of the Bachelor and the  
Back-Pedal"**

By GEORGE ADE

Bachelors should pay a tax to save money.

RELEASED THURSDAY, FEBRUARY 25

**"Sophie Changes Her Mind"**

Slippery Slim finds his stolen bride is Mustang Pete.

RELEASED FRIDAY, FEBRUARY 26

**"Stars Their Courses Change"**

(In 3 Acts)

By EDWARD T. LOWE, Jr.

A psychological study of love impulses, with MR. FRANCIS X.  
BUSHMAN and Miss Edna Mayo.

RELEASED SATURDAY, FEBRUARY 27

**"Broncho Billy's Brother"**

(Reg. U. S. Pat. Office)

A Western drama featuring MR. G. M. ANDERSON.

# MR. CHARLES CHAPLIN

The man with the funny little moustache is presented in

**"A NIGHT OUT"** (In two reels)

The date of this second Chaplin Essanay release has been changed from February 11 to FEBRUARY 15.

RELEASED THROUGH ALL THE BRANCH OFFICES OF THE GENERAL FILM COMPANY



Trade Mark  
Reg. U. S.  
Pat., 1907

# Essanay

**"FIRST TO STANDARDIZE PHOTOPLAYS"**

**1333 ARGYLE ST., CHICAGO**



Trade Mark  
Reg. U. S.  
Pat., 1907



# Mr. Francis X. Bushman

Voted the World's Most Popular Photoplayer

is presented in

## "The Accounting"

(In 3 acts)

A great Secret Service play released Feb. 18 in conjunction with the short story in The Ladies' World for March.

"The Battle of Love," "In the Glare of the Lights" and "The Plum Tree," prize mystery plays, featuring Mr. Bushman, are entertaining millions. Released through the feature department of the General Film Co.

# Mr. Charles Chaplin

is presented in

## "A Night Out"

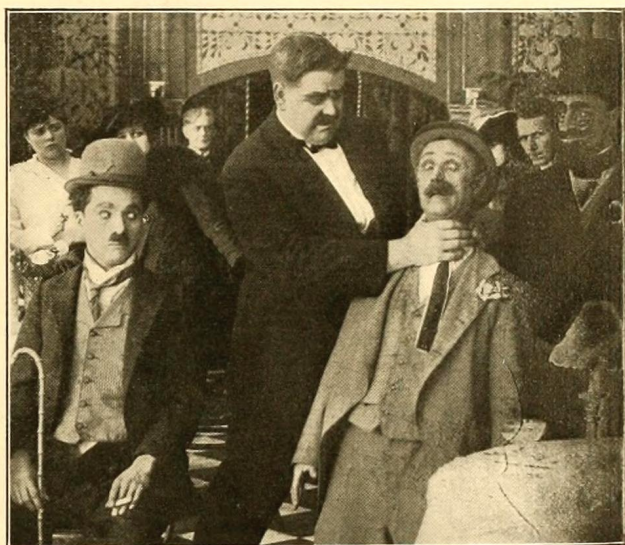
Released Feb. 15

AND

## "His New Job"

The two funniest comedies by the funniest comedian, in 2 reels.

Released through all the branch offices of the General Film Company.



Mr. Charles Chaplin, the man with the funny little moustache and the cane, in a scene from "A Night Out."

Released Monday, March 1

### "Sweedie's Hopeless Love"

Sweedie is spurned by the grocery boy.

Released Tuesday, March 2

### "The Dance at Aleck Fontaine's"

By HENRY OYEN

A thrilling story of the North Woods. Adapted from Adventure Magazine.

Released Wednesday, March 3

### "A Couple of Side Order Fables"

By GEORGE ADE

Two side-splitting comedies in one reel.

Released Thursday, March 4

### "Slippery Slim's Wedding Day"

Mustang's plan to break up Slim's wedding is spoiled.

Released Friday, March 5

### "The Strength of the Weak"

(In Two Acts)

A woman's love breaks man's shackles

Released Saturday, March 6

### "Broncho Billy's Vengeance"

(Reg. U. S. Pat. Office)

A western drama featuring MR. G. M. ANDERSON

## Mr. G. M. Anderson

Known around the world as "Broncho Billy" is presented in

### "When Love and Honor Called" and "The Tell-Tale Hand"

The two great western 3-reel prize mystery dramas released through the feature department of the General Film Co.

One and two column cuts of Essanay Players may be had at lowest prices by applying to The Players' Photo Co., 177 N. State Street, Chicago

# Essanay

"FIRST TO STANDARDIZE PHOTOPLAYS"

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# MR. FRANCIS X. BUSHMAN

is presented in

## "THE GREAT SILENCE"

(In Three Acts)

By H. Tipton Steck

The latest complete prize mystery drama, to be released March 26th, in conjunction with The Ladies' World.

Watch for CHARLES CHAPLIN'S great knockout

## "THE CHAMPION"

Released Thursday, March 11

"A Night Out" and "His New Job" are the two greatest comedy successes of the year.

Released Monday, March 15

### "Love and Trouble"

Sweedie and her swain plunge disastrously into the social whirl.

Released Tuesday, March 16

### "When the Fates Spin"

By KITTY KELLY

In which the Fates fix the course of true love.

Released Wednesday, March 17

### "The Fable of the Galumptious Girl"

By GEORGE ADE

The Heathen are Seldom Grateful for the Efforts of the Missionaries.

Released Friday, March 19

### "The Wood-Nymph"

(In Two Acts)

By ELEANOR TALBOT KINKEAD

Richard C. Travers and Ruth Stonehouse are featured in this beautiful love romance.

Released Saturday, March 20

### "The Western Way"

(Featuring Mr. G. M. Anderson)

A highwayman turns Good Samaritan.

### Mr. G. M. Anderson

("Broncho Billy") is presented in the great three-reel prize mystery plays, "WHEN LOVE AND HONOR CALLED" and "THE TELL-TALE HAND."

### Mr. Francis X. Bushman

Is Presented in "THE ACCOUNTING," "THE BATTLE OF LOVE," "IN THE GLARE OF THE LIGHTS" and "THE PLUM TREE."

Released through the Feature Department of the General Film Co.



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# Essanay

"FIRST TO STANDARDIZE PHOTOPLAYS"

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# Miss EDNA MAYO

is presented as

## "The Lady of the Snows"

IN the great 3-act photoplay of that title dramatized from the novel by Edith Ogden Harrison, wife of Mayor Carter H. Harrison of Chicago. RICHARD C. TRAVERS is leading man. Released April 6.

**Mr. Francis X. Bushman**

is presented in

### "The Great Silence"

(In 3 reels)

The greatest of all the prize mystery plays.

Released March 26th

**Mr. Charles Chaplin**

is presented in

### "In the Park"

One big laugh in one reel.

Released March 18th

Released Monday, March 29

### "Curiosity"

A mysterious note to a girl precipitates complications.

Released Tuesday, March 30

### "The Man in Motley"

By I. A. R. WYLIE

A fool walks in that an angel may tread safely.

Released Wednesday, March 31

### "The Fable of the Demand that Must Be Supplied"

By GEORGE ADE

If you want her to Cling, have someone try to Pull her away.

Released Friday, April 2

### "Countess Veschi's Jewels"

A thrilling two-act drama by Charles Belmont Davis.

Released Saturday, April 3

### "Ingomar of the Hills"

A Western drama featuring MR. G. M. ANDERSON.



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# ESSAY

"FIRST TO STANDARDIZE PHOTOPLAYS"

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## MR. FRANCIS X. BUSHMAN

is presented in

### "The Return of Richard Neal" and "The Great Silence"

By Edward T. Lowe, Jr.  
Released April 17

By H. Tipton Steck  
Released March 26

The latest three-act prize mystery dramas produced in conjunction with The Ladies' World.

## Richard C. Travers and Miss Edna Mayo

are presented in

### "THE LADY OF THE SNOWS"

The great 3-act photoplay of the Canadian Northwest, dramatized from the Novel of Edith Ogden Harrison, wife of Mayor Carter H. Harrison of Chicago. Released April 6th.

## MR. CHARLES CHAPLIN

is presented in

### "A Jitney Elopement"

(In two acts)

A screamingly funny comedy released April 1.

Released Monday, April 5

#### "The Other Woman's Picture"

By MRS. JOHN VAN VORST

Man plays with fire and is burned. Adapted from Smart Set Magazine

Released Wednesday, April 7

#### "The Fable of the Busy Man and the Idle Woman"

By GEORGE ADE

Woman is the Weaker Vessel. Yes, she is!

Released Thursday, April 8

#### "Sophie's Fighting Spirit"

Sophie gets a pain, starts a riot and weeps in her rival's arms

Released Friday, April 9

#### "An Opal Ring"

By JUSTUS MILES FORMAN  
(In Two Acts)

Portraying strange and thrilling adventures.  
Adapted from The Smart Set Magazine

Released Saturday, April 10

#### "Andy of the Royal Mounted"

A Western drama featuring MR. G. M. ANDERSON



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# ESSEX

"FIRST TO STANDARDIZE PHOTOPLAYS"

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# G. M. ANDERSON is presented in a Western Dramas

They excel all other single reel photoplays of the kind ever produced.

EDNA MAYO and Bryant Washburn  
are presented in "FRAUDS" (In 3 acts.)  
BY H. S. SHELDON.  
A photoplay with a punch in every scene. It holds the spectator  
breathless with suspense.  
Released May 1.

CHARLES CHAPLIN  
in "THE TRAMP"  
(2 acts.)  
Keeps every spectator roaring with laughter.  
Released April 12.

Released Monday, April 26.  
"ON THE DAWN ROAD."  
BY H. TIPTON STECK.  
A man foils a villain in the dawning.

Released Wednesday, April 28.  
"THE FABLE OF A NIGHT GIVEN OVER TO  
REVELRY."  
BY GEORGE ADE.  
Some day a Great Inventor will work out a SPEECHLESS banquet  
at which FOOD will be served.

Released Tuesday, April 27.  
"BLINDFOLDED."  
BY EDWARD T. LOWE, JR.  
(In two acts.)  
A clever crook brings an amateur detective to the altar, featuring  
RICHARD C. TRAVERS and Nell Craig.

Released Thursday, April 29.  
"THE UNDERTAKER'S UNCLE."  
A dead one supplies some live comedy.

Released Friday, April 30.  
"THE TIE THAT BINDS."  
(Featuring G. M. Anderson.)  
A child unites a broken home.

RELEASED THROUGH THE GENERAL FILM COMPANY



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# Essanay

"FIRST TO STANDARDIZE PHOTOPLAYS"

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# VITAGRAPH

"THE TAMING OF RITA" Comedy MONDAY, APRIL 19  
As wild as a March hare, she meets her match. Her demure sister is  
still waiting for hers. MARGARET GIBSON and all star cast.

"THE CLOSING OF THE CIRCUIT" Two Part Drama TUESDAY, APRIL 20  
In his blindness he pictures the girl of his dreams as a saint. In the  
midst of a fiery flash and a terrible storm, his eyes are opened and  
he looks upon her as an angel. PAUL KELLY, MARY MAURICE,  
NED FINLEY and select'd company.

"THE GUTTERSNIPE" Comedy-Drama WEDNESDAY, APRIL 21  
Her gratitude is displayed in peculiar ways. It leads to the recovery  
of a hidden treasure and the happiness of all. LILLIAN WALKER  
and all star cast.

"SONNY JIM AND THE VALENTINE" Comedy-Drama THURSDAY, APRIL 22  
When you see it you will be just as glad as the girl who got it. It  
leads to a surprise and much unexpected happiness. BOBBY CON-  
NELLY as Sonny Jim.

"WHOSE HUSBAND?" Comedy FRIDAY, APRIL 23  
An impostor tries to impersonate the dead. He fails in his purpose  
but succeeds in bringing about a happy result. FLORA FINCH,  
KATE PRICE and JAY DWIGGINS.

"PAWNS OF MARS" Three-Part Drama SATURDAY, APRIL 24  
The God of War is no respecter of persons. It strikes vanquished  
and victor alike, and the just suffer with the unjust. DOROTHY  
KELLY, JAMES MORRISON, CHARLES KENT and other favorites.

## SIX A WEEK, including a Three Part Broadway Star Feature

"BOOBLEY'S BABY"—Comedy MONDAY, APRIL 26

"THE LADY OF THE LIGHTHOUSE"—Three-Part Drama.

Broadway Star Feature. TUESDAY, APRIL 27

"THE BOARDING HOUSE FEUD"—Comedy, WEDNESDAY, APRIL 28

"STRICTLY NEUTRAL"—Comedy THURSDAY, APRIL 29

"THE SORT-OF-GIRL-WHO-CAME-FROM-HEAVEN"—Comedy,

FRIDAY, APRIL 30

"A PILLAR OF FLAME"—Two-Part Drama. SATURDAY, MAY 1

VITAGRAPH ONE, THREE AND SIX SHEET POSTERS

THE VITAGRAPH CO. OF AMERICA

E. 15th Street and Locust Avenue

Brooklyn, N. Y.

## BROADWAY STAR FEATURES RELEASED

SIX PARTS MR. BARNES OF N. Y.

THREE PARTS LOVE LUCK AND GASOLENE

SIX PARTS CAPT. ALVAREZ

THREE PARTS SHADOWS OF THE PAST

THREE PARTS BINGLES MELODRAMA

FIVE PARTS MY OFFICIAL WIFE

THREE PARTS UNCLE BILL

THREE PARTS THE PAINTED WORLD

FIVE PARTS Florida Enchantment

THREE PARTS 413

FOUR PARTS THE WIN(K)SOME WIDOW

FOUR PARTS THE TANGLE

THREE PARTS THE LOCKED DOOR

FOUR PARTS SYLVIA GRAY

FIVE PARTS THE LITTLE ANGEL OF  
CANYON CREEK

FOUR PARTS The Man Behind The Door

FOUR PARTS C. O. D.



AS PRESENTED AT THE  
VITAGRAPH THEATRE  
RELEASED THROUGH  
GENERAL FILM CO.'S SPECIAL  
SERVICE  
By Arrangement with Broadway Star  
Feature Co. (Inc.)





# VITAGRAPH

**"CUTIE'S SISTER" Comedy** **MONDAY, MAY 3**  
Her photograph makes her and Cutie very popular. He fails to prove his relationship. He barely escapes her husband's wrath through his sweetheart's interference. With **WALLY VAN**, **NITRA FRAZER**, **ALBERT ROCCARDI** and **CISSY FITZ-GERALD**.

**"A CHILD OF THE NORTH" Two-Part Drama** **TUESDAY, MAY 4**  
A poetic Indian legend. A young maiden kills her false lover. Escaping from arrest she is overcome by a terrible blizzard and found sitting bolt upright, frozen to death. **GEORGE HOLT**, **MYRTLE GONZALEZ** and star cast.

**"A LILY IN BOHEMIA" Comedy** **WEDNESDAY, MAY 5**  
He is fond of the gay life and his wife is not. She becomes a "good sport" and he is willing to settle down. **LILLIAN WALKER** as the Lily.

**"THE PARK HONEYMOONERS" Picturesque Romance** **THURSDAY, MAY 6**  
The sights they behold make them forget their spooning. When you see what they saw, you will forget everything else. **BETTY GRAY**, **ANTONIO MORENO** and **GEORGE STEVENS** are the cast.

**"THE VANISHING VAULT" Comedy** **FRIDAY, MAY 7**  
It completely disappears over night. It is found in a most remarkable way, the plot laid bare and the end a surprise. **BILLY QUIRK** and **CONSTANCE TALMADGE** are the principals.

**"THE BREATH OF ARABY" Three-Part Drama** **SATURDAY, MAY 8**  
Broadway Star Feature  
It has a mysterious power; no more subtle, however, than the woman who craves to possess it. She gains it and with it—Death. **HELEN GARDNER**, **J. ROGERS LYTON**, **J. HERBERT FRANK**, **PAUL SCARDON** and **TEMLER SAXE** are the cast.

**SIX A WEEK, including a Three-Part Broadway Star Feature**  
"THE JARVIS VISIT ARCADIA"—Comedy.....Monday, May 10  
"THE GIRL WHO MIGHT HAVE BEEN"—Three-Part Drama, Broadway Star Feature.....Tuesday, May 11  
"WHEN A FELLER'S NOSE IS OUT OF JOINT"—Comedy-Drama, Wednesday, May 12  
"TO SAVE HIM FOR HIS WIFE"—Comedy-Drama..Thursday, May 13  
"THE PROFESSOR'S PAINLESS CURE"—Comedy....Friday, May 14  
"THE VALLEY OF HUMILIATION"—Two-Part Drama, Saturday, May 15

**VITAGRAPH ONE, THREE AND SIX SHEET POSTERS**

**THE VITAGRAPH CO. OF AMERICA**  
E. 15th Street and Locust Avenue Brooklyn, N. Y.

## BROADWAY STAR FEATURES RELEASED

**SIX PARTS MR. BARNES OF N. Y.**

**THREE PARTS LOVE LUCK AND GASOLENE**

**SIX PARTS CAPT. ALVAREZ**

**THREE PARTS SHADOWS OF THE PAST**

**THREE PARTS BINGLES MELODRAMA**

**FIVE PARTS MY OFFICIAL WIFE**

**THREE PARTS UNCLE BILL**

**THREE PARTS THE PAINTED WORLD**

**FIVE PARTS Florida Enchantment**

**THREE PARTS 413**

**FOUR PARTS THE WIN(K)SOME WIDOW**

**FOUR PARTS THE TANGLE**

**THREE PARTS THE LOCKED DOOR**

**FOUR PARTS SYLVIA GRAY**

**FIVE PARTS THE LITTLE ANGEL OF CANYON CREEK**

**FOUR PARTS The Man Behind The Door**

**FOUR PARTS C. O. D.**



AS PRESENTED AT THE  
**VITAGRAPH THEATRE**

RELEASED THROUGH  
**GENERAL FILM CO.'S**  
By Arrangement with Broadway Star  
Feature Co. (Inc.)



## BRYANT WASHBURN and EDNA MAYO

are presented in

### "MEANS AND MORALS"

In 2 acts. By H. S. Sheldon.

A soul stirring drama pointing out the dangers to working girls battling to live on a mere pittance. Released May 11.

"BY THE SEA" is  
**CHARLES CHAPLIN'S**  
next great comedy, in one act. Released April 29.

Released Monday, May 10.  
"HOME COMING."  
BY I. A. R. WYLIE.  
A lonely heart is healed by love.

Released Wednesday, May 12.  
"THE FABLE OF THE HIGH ROLLER AND  
THE BUZZING BLONDINE."

BY GEORGE ADE.  
To determine your standing with a peroxide, go broke.

**G. M. ANDERSON**  
and **MARGUERITE CLAYTON**  
have struck a wonderfully popular chord in the new series of one  
reel dramas.

Released Thursday, May 13.  
"SWEEDIE IN VAUDEVILLE."  
You can't keep a real actress down.

Released Saturday, May 15.  
"THE AWAKENING HOUR."  
(In 3 acts.)

A girl with the world at her feet awakens to the love of her child-  
hood sweetheart.  
With **JOSEPH BYRON TOTTEN** and **NELL CRAIG**.

Life-sized Chaplin cut-outs for lobby stands.....\$1.50 }  
Introduce any Essanay star to your audience by 25-foot strips.....\$1.50 } **ESSANAY**  
A 50-foot strip of film, a scene from Essanay's big feature, "Graustark," is just the thing to  
advertise the showing of this great production in your theatre. These strips can be bought for  
\$2.50 each at the Vitagraph-Lubin-Selig-Essanay exchanges, or at the Essanay Company, 1333  
Argyle St., Chicago. **PUBLICITY DEPT.**



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# ESSANAY

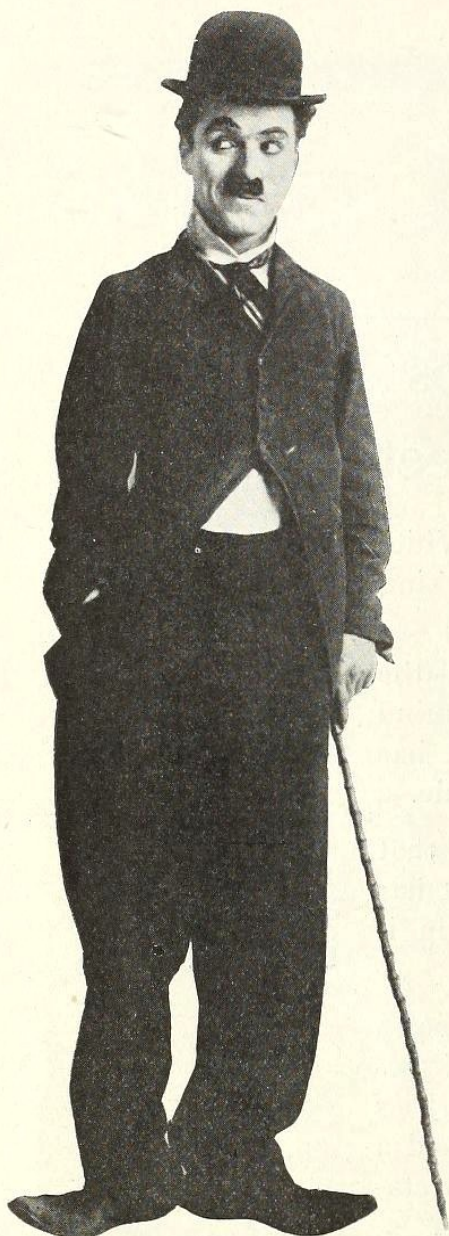
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Essanay Studios, June 21.

My Dear Mr. Exhibitor and the Photoplay Public:

I wish to thank you for your many kind inquiries about my health. I am willing to stake my word of honor that I am alive. My moustache still has that funny little quirk and my feet twinkle when I walk.

I have been unable to convince any insurance company that I have been ill, injured, killed or otherwise incapacitated. Some people are unkind enough to say I am crazy. All are entitled to their own opinions, but I would say in defense that they don't know me.

I certainly am still on the job. If you don't believe it, watch me "WORK". I will show you everything you ought to know about interior decorating. If I don't make you laugh I will admit that I am a dead one, but not until then.

Yours in fun,  
Charles Chaplin.

# ESSANAY-CHAPLIN COMEDIES

Are now being released every three weeks.

The first one of this new series is

## "Work"

**In 2 Acts. Released June 21 through the General Film Co.**

*Be sure you book the Essanay-Chaplin brand. None others are genuine.*

Be sure to mention "MOTION PICTURE NEWS" when writing to advertisers.



# GROW WITH ESSANAY

Essanay has made the greatest strides forward in the past year of any photoplay company. We want to share this prosperity with you. All that is necessary is to book Essanay's standardized dramas and comedies to increase your business.

The next great  
**ESSANAY-CHAPLIN COMEDY**  
**"A WOMAN"**

In 2 acts, Released July 12

Is the funniest yet produced by Charles Chaplin, the world's greatest comedian

**G. M. ANDERSON** and **MARGUERITE CLAYTON**

are making a wonderful success in their latest western dramas.

**"BRONCHO BILLY WELL REPAID"** **"THE BACHELOR'S BABY"**

Released July 9

Released July 16.

**"THE REV. SALAMANDER, UNATTACHED."**

By Webster Denison

Adapted from Short Stories Magazine. Released July 12.

**"JABEZ'S CONQUEST."**

(In 2 acts)

By Henry C. Kowland

One of the best "Adventures of Dominica." Released July 20.

**"OTHERS STARTED, BUT SOPHIE FINISHED."**

A side splitting Western comedy. Released July 22.

**"A BAG OF GOLD."**

A stirring drama of a man who suffered for the crime of another. Released July 19.

**"THE FABLE OF THE HOME TREATMENT AND THE SURE CURE."**

By George Ade

Released July 21.

**"THE SKY HUNTERS."**

(In 3 acts)

By Wm. Anthony McGuire

A thrilling and strikingly original drama, featuring Edna Mayo and Bryant Washburn. Released July 24.

**RELEASED THROUGH THE GENERAL FILM COMPANY**

|                                                    |        |                                               |
|----------------------------------------------------|--------|-----------------------------------------------|
| Special 6 sheet muslin Chaplin poster .....        | \$1.75 | } <b>ESSANAY<br/>PUBLICITY<br/>DEPARTMENT</b> |
| Life sized Chaplin cut-outs for lobby stands ..... | \$1.50 |                                               |
| 25-foot strips of Essanay stars .....              | \$1.50 |                                               |

A 50-foot strip scene of "Graustark," "The Slim Princess," "The White Sister," or "The Blindness of Virtue," is the best way to advertise these photoplays in your theatre. Price \$2.50, Essanay publicity dept. or at the V-L-S-E branch offices.



Trademark Reg.  
U. S. Pat. 1907.

# ESSANAY

"FIRST TO STANDARDIZE PHOTOPLAYS"

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CHICAGO, ILL.

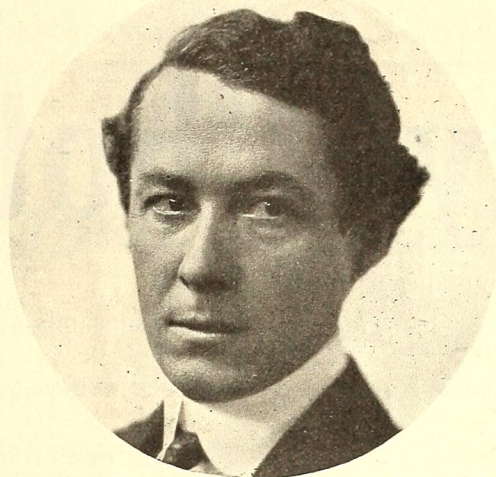


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# HENRY B. WALTHALL

HAS MADE A  
NEW SENSATION  
IN HIS FIRST  
ESSANAY  
PHOTOPLAY,  
"TEMPER,"  
IN 3 ACTS  
By H. S. Sheldon



THIS PHOTOPLAY  
IS WONDERFULLY  
ADAPTED TO BRING  
OUT ALL OF  
MR. WALTHALL'S  
GENIUS IN POR-  
TRAYING HUMAN  
EMOTIONS

BOOK THROUGH THE GENERAL FILM COMPANY

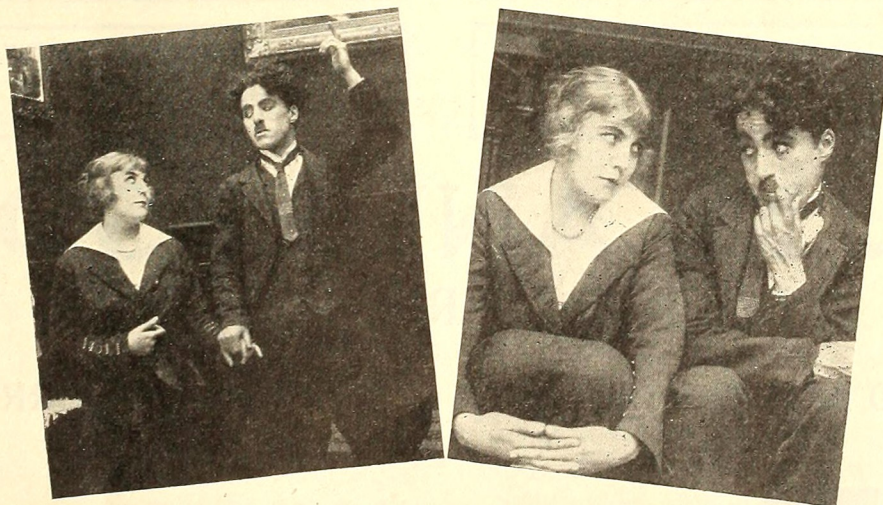
Mr. Walthall will be featured in both the General Film Company service and that of the V. L. S. E. Inc.

\* \* \* \* \*

## THE NEXT ESSANAY-CHAPLIN COMEDY "A WOMAN"

In 2 Acts

is the most mirth provoking comedy yet produced by Charles Chaplin, the world's greatest comedian. Be sure you book only the ESSANAY-CHAPLIN BRAND. Released every three weeks through the General Film Company.



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# ESSANAY

"FIRST TO STANDARDIZE PHOTOPLAYS"

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If you like the "News," write our advertisers; if not, tell us.





## HENRY B. WALTHALL

the world's greatest photoplay actor, will make his next appearance under the Indian head banner in

### "The Woman Hater"

IN 3 ACTS

A delightful comedy drama written by the well-known society leader and litterateur,

### H. C. Chatfield-Taylor

Produced By

CHARLES J. BRABIN



THE NEXT GREAT

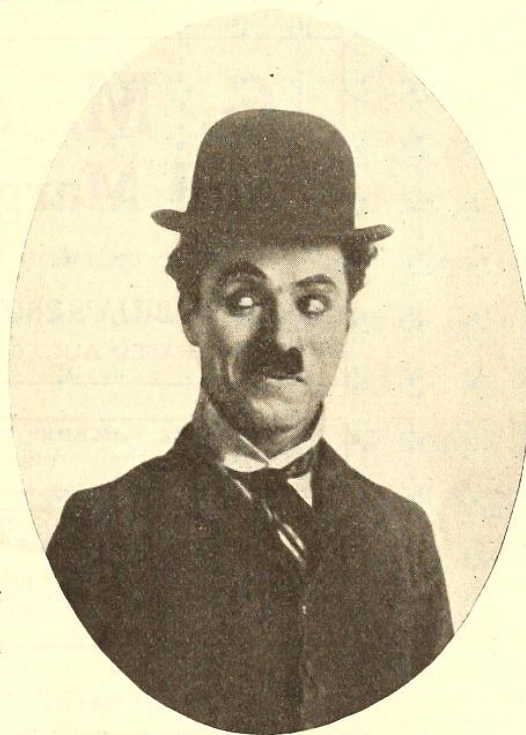
## ESSANAY-CHAPLIN COMEDY

IS

### "The Bank"

IN 2 ACTS

This is the funniest comedy yet produced by the famous comedian, Charles Chaplin. It is a clean, wholesome comedy and a riot of fun from beginning to end. Released August 9 through the General Film Co.



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# ESSANAY

"FIRST TO STANDARDIZE PHOTOPLAYS"

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CHICAGO



# ASK THE EXHIBITOR WHO USES ESSANAY

He will tell you there is a standard quality about the Indian head brand of photoplays that always meets with the approval of the audience.

## HENRY B. WALTHALL

the World's Greatest Motion Picture Actor, is appearing in a series of emotional dramas that are unsurpassed in depth of plot and genius in acting.

The Next Great  
ESSANAY-  
CHAPLIN COMEDY  
is  
"SHANGHAIED"  
in 2 acts

G. M. ANDERSON  
and Marguerite Clayton

are thrilling millions in a great series of western dramas.

## ROBINSON CRUSOE AND HIS MAN FRIDAY

are working now on eight reels of film at the Essanay studios and will be presented to you shortly.

### "A MANSION OF TRAGEDY"

3-act drama. Monday, September 13. By Joseph A. Roach.  
A thrilling romance, featuring Darwin Karr.

### "TISH'S SPY"

2-act comedy-drama. Tuesday, September 14. By Mary Roberts Rinehart.

### "DREAMY DUD, COWBOY"

Cartoon laughs. Wednesday, September 15. By Wallace A. Carlson.

### "MOUSTACHES AND BOMBS"

Comedy. Thursday, September 16. Filled with breezy Western fun.

### "BRONCHO BILLY AND THE CARD SHARP"

Drama. Friday, September 17. Featuring G. M. Anderson.

### "THE SCAPEGOAT"

3-act drama. Saturday, September 18. Featuring Edna Mayo and Bryant Washburn.

Released through the General Film Company



Trademark Reg.  
U. S. Pat. 1907

# ESSANAY

"FIRST TO STANDARDIZE PHOTOPLAYS"

1333 ARGYLE STREET, CHICAGO, ILL.



# YOU CAN BOOK ESSANAY PLAYS WITHOUT LOOKING AT THEM

There is a dramatic quality and artistic finish about all Essanay photoplays that touches the heart.

They have that human interest element that grips the spectator.

Essanay plays are standardized. They are all up to the highest mark of excellence.

Watch for the next great

## ESSANAY-CHAPLIN COMEDY

### "A Night In the Show"

with Charles Chaplin, the world's greatest comedian in a new and funnier-than-ever role

#### "TWICE INTO THE LIGHT"

3 act drama Nov. 8 By Joseph Anthony Roach  
Featuring John Lorenz. Directed by A. Berthelet.

#### "THE FABLE OF HANDSOME JETHRO WHO WAS SIMPLY CUT OUT TO BE A MERCHANT"

Comedy Nov. 10 By George Ade  
Directed by Richard Foster Baker

#### "THE INDIAN'S NARROW ESCAPE"

Drama Nov. 12  
Featuring G. M. ANDERSON

#### "WINE, WOMEN AND SONG"

2 act drama Nov. 9  
Featuring

### G. M. ANDERSON

#### "CUPID'S BATH"

Comedy Nov. 11.  
A breezy western photoplay.

#### "THE SECOND SON"

3 act drama Nov. 13.  
By Charles Bradley.  
Featuring Nell Craig  
and Edmund Cobb.  
Directed by Fred. E. Wright.

Released through the General Film Co.

A 50-foot scene strip of Essanay's big features is the best way to advertise these photoplays in your theatre, V. L. S. E. branch offices.

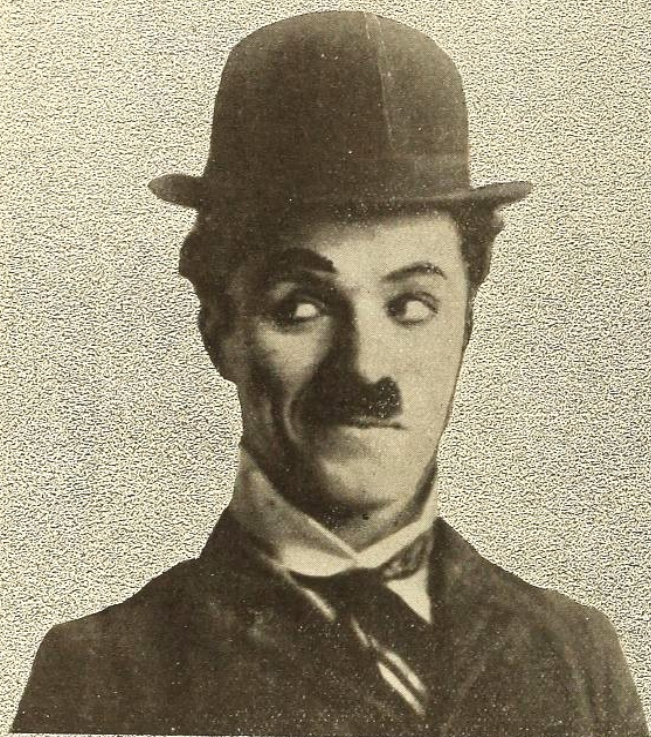
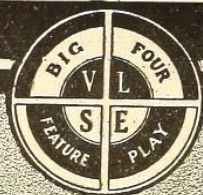
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| Special 6-sheet muslin Chaplin pos-<br>ters ..... | \$1.75 | } Essanay<br>Publicity<br>Dept. |
| 25-foot strips of Essanay stars.....              | 1.50   |                                 |

Life-sized Chaplin cut-outs for  
lobby stands. \$2.50 at the  
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## ESSANAY

1333 ARGYLE STREET, CHICAGO  
Geo. K. Spoor, President





Ready  
NOW

At All

V-L-S-E

Offices

*The World's Greatest*  
**BOX-OFFICE ATTRACTION**





# CHARLEY CHAPLIN'S

Burlesque On

# "CARMEN"

An

Essanay-Chaplin  
Comedy

In Four Screaming Parts

*You've Been Waiting—  
Here It Is*

BOOK IT NOW!

*Released through V-L-S-E.*



TRADEMARK  
Reg. U. S. Pat. 1907

# ESSANAY

GEORGE K. SPOOR, PRESIDENT

1333 Argyle Street, Chicago





THE YEAR'S GREATEST



# CHARLIE

## BURLESQUE

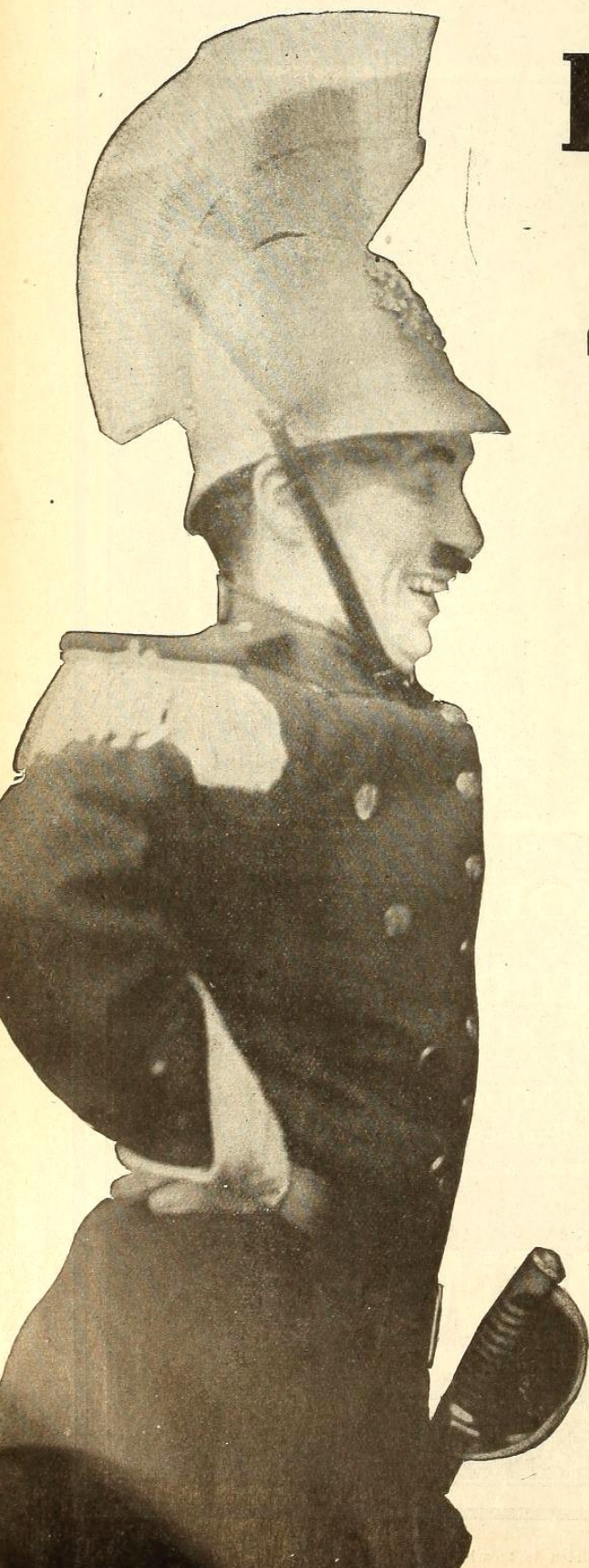
**4 ACTS** The only  
Feature

AN ESSANAY-CHAPLIN

THE FUNNIEST EVER

Book it at

Through all the V.L.S.



# ESSANAY

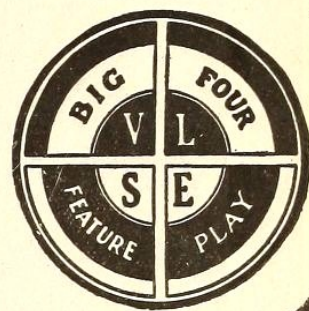
GEORGE K. SPOOR, PRESIDENT

1333 Argyle St., Chicago



**ST LAUGH PRODUCER**

# **CHAPLIN'S**



**ON CARMEN**

**Chaplin to be had 4 ACTS**

**COMEDY**

**PRODUCED**

**once**

**. Offices**



Trademark  
Reg. U. S. Pat. 1904



# YOU CAN BOOK THEM WITHOUT LOOKING AT THEM



WHY?

ASK ANY EXHIBITOR WHO KNOWS ESSANAY.  
HE WILL TELL YOU.

★ ★ ★ ★

## HENRY B. WALTHALL

will appear in a soul-stirring emotional drama

### "Blind Justice"

In 3 Acts.

Dec. 11.

★ ★ ★ ★

THE  
NEXT

## ESSANAY-CHAPLIN

FUN MAKER IS

### "Charlie Chaplin's Burlesque on Carmen"

2 Acts.

You can't afford to miss it.

★ ★ ★ ★

For a Thrilling Western Drama, see

## G. M. ANDERSON

—IN—

### "The Escape of Broncho Billy"

Released Dec. 10.

★ ★ ★ ★

# ESSANAY

1333 ARGYLE STREET, CHICAGO

ON THE PRIVATE WIRE"

2 act drama—Dec 4

Featuring Joseph Byron Totten.

"THE POWER OF PUBLICITY"

2 act drama—Dec. 7.

Featuring John Lorenz and Marie Bussey.

Produced in conjunction with the Baltimore News.  
Essanay prize scenario and beauty contest

"DREAMY DUD IN LOVE"

Cartoon—Dec. 8.

By Wallace A. Carlson

"THE MERRY MODELS"

Western Comedy

Dec. 9.

## Book Through the General Film Co.



# THIS IS THE WAY THE ESSANAY-CHAPLIN

## BROADWAY THEATRE

"PHOTO PLAYS OF DISTINCTION"

BROADWAY AT 41ST STREET

NEW YORK CITY. April 12, 16,

V-L-S-E, Inc.,  
1600 Broadway,  
New York City.

Gentlemen:

I booked Charlie Chaplin in his screaming, roaring four part comedy, his burlesque on "Carmen" for one week at the Broadway Theatre, exclusive rights.

Instead of running this attraction at the Broadway, I should have rented Madison Square Garden, and then I do not think I would have been able to accommodate the throngs of people that gathered in and about the Broadway. By this I mean to say, the throngs that were turned away, not even able to purchase tickets or in any way gain admittance to the theatre.

The double force of employees at the Broadway were unable to handle the vast crowds, and when the New York City police were called, they were also helpless for some hours. The heavy copper doors in the lobby were simply torn off of their hinges by the rushing, pushing crowds. The line reached around the block to Seventh Avenue and down to the Metropolitan Opera House. More people reviewed this film than any attraction we have ever had in the house. On the opening day over nine thousand people paid admission, which more than paid for the rental of the film for the entire week. There have been other film successes along Broadway, but this we are confident smashes all previous records.

Trusting that the rest of your exhibitors will have the greatest and glorious success that I have had, I remain,

Yours very truly,

*Leard Langsfeld*  
Manager

LL/TM.

*Released through the V-L-S-E*



Trade Mark  
Reg. U.S. Pat. 1907

**Essanay**  
GEORGE W. SPOON, PRESIDENT

1333 Argyle St., Chicago





# "CARMEN" FEATURE HAS STARTED

Form 1204

## WESTERN UNION TELEGRAM



NEWCOMB CARLTON, PRESIDENT  
BELVIDERE BROOKS, VICE-PRESIDENT

GEORGE W. E. ATKINS, VICE-PRESIDENT

| CLASS OF SERVICE | SYMBOL |
|------------------|--------|
| Day Message      | Blue   |
| Day Letter       | Nite   |
| Night Message    | N L    |
| Night Letter     | N L    |

If none of these three symbols appears after the check (number of words) this is a day message. Otherwise its character is indicated by the symbol appearing after the check.

| CLASS OF SERVICE | SYMBOL |
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V. L. S. E. Inc.,  
1600 Broadway,  
New York City.

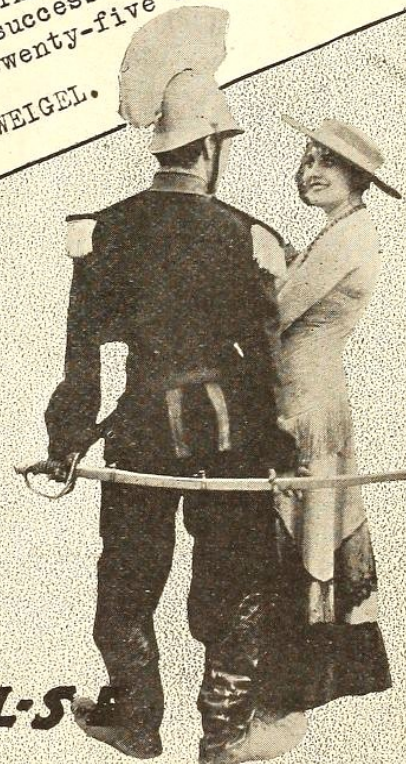
CA. Cincinnati, Ohio, April 11th, 1916.  
1220 PM

A90 NY H 85 Blue Blue

BZ 1653 Broadway NY

Chaplin's Carmen opened at Grand Opera House, Cincinnati, Monday for four weeks. Consecutive run down town to the largest capacity business in history of Cincinnati. Theatre seats sixteen hundred, every seat filled in each performance from ten in morning till eleven at night newspaper revues and criticisms this morning papers are profuse in their statement of the record breaking success of this picture. They are unanimous in proclaiming it a great big howling success. Admission price twenty-five cents. Chaplin's best on the screen.

314 PM CHARLES WEIGEL.



Released through the V-L-S



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**Essanay**  
GEORGE W. SPOON, PRESIDENT

1333 Argyle St., Chicago





# Public Will Not Be Downed In Its Demand To See CHARLIE CHAPLIN'S BURLESQUE ON "CARMEN"

An Essanay-Chaplin Comedy In Four Parts

*from the Philadelphia  
Germantown "Independent Gazette"*

**POLICE FAIL TO CHECK  
CHAPLIN CROWDS**  
Squad From Station House Swept  
Aside by Enthusiastic  
"Movie" Fans  
**HUNDREDS TURNED AWAY**

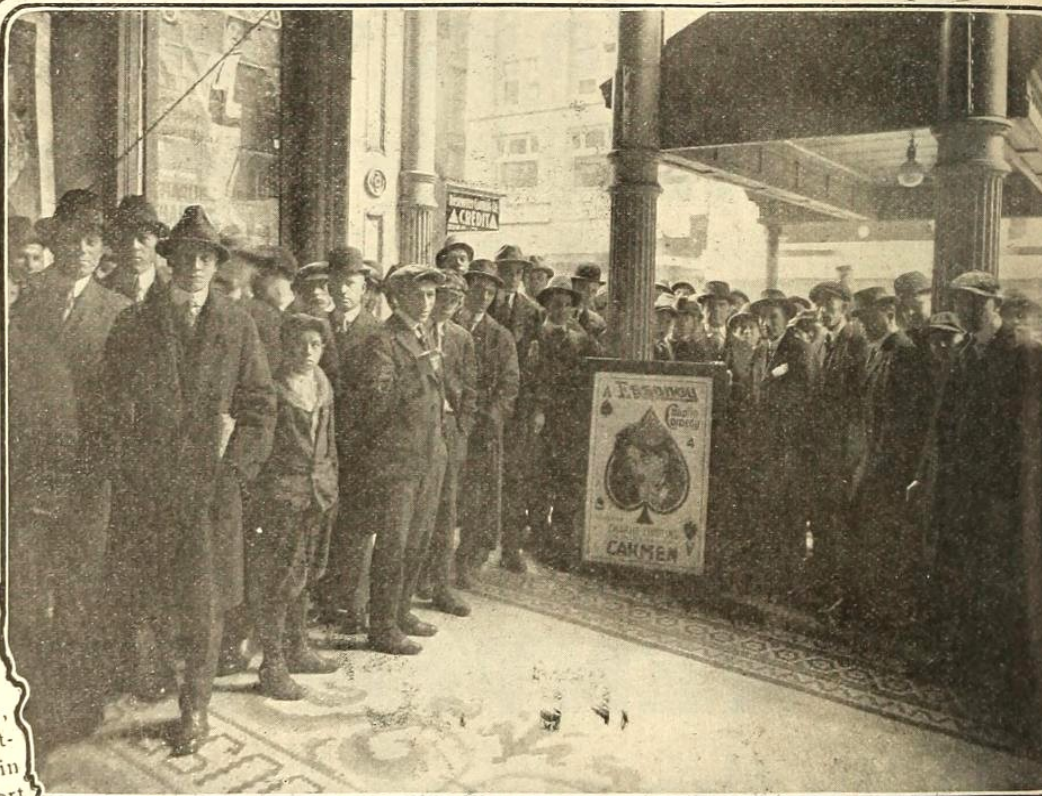
Curiosity to see Charley Chaplin in his latest Essanay scream, "Carmen," caused such a jam at the Orpheum Theatre, on Monday evening, that Manager Lord was compelled to phone to the police station for a squadron of "cops" to hold the crowd in check.

Although the doors were opened early, the house was quickly filled and a waiting line established. This line grew in numbers every minute, so that in a short time there was a small sized army, packed together like sheep, waiting for the second show. They stood there for nearly two hours, blocking the sidewalk and complaining because the theatre was not big enough.

When the first show was over people nearly pushed the doors down in their frantic efforts to get a seat. Attendants were swept aside. So were the police. The second house, both upstairs and downstairs, was soon filled and the show started over again.

Manager Lord says it was the biggest day's business ever done at the theatre. Hundreds, he said, were turned away.

During the three days Mr. Lord says over 12,000 people saw "Carmen" at the Orpheum Theatre.



TYPICAL LINE-UP OF CROWDS WHICH STORMED  
THE CLEVELAND OPERA HOUSE DURING SHOWING OF "CARMEN"

RELEASED THROUGH ALL  
V. L. S. E. OFFICES

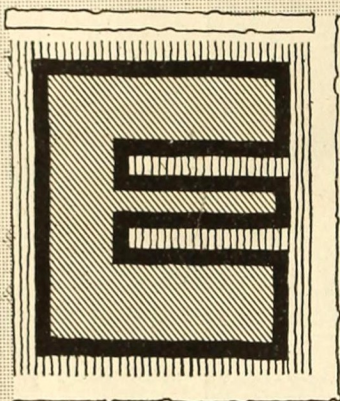


**Essanay**  
GEORGE K. SPOOR, PRESIDENT

1233 Argyle Street, Chicago







# ESSAN

NEW YORK SUPREME COURT

## ESSANAY "BURLESQUE"

is solely

## OF ESS

and that i

## CHARLIE

As the

If you have not already run  
gain unlimited patronage

*The only  
Chaplin comed*

BOOK THROUGH ALL



# ESSANAY

GEORGE K. SPOOR, PRESIDENT







# AY WINS

HOLDS THAT THE GREAT  
**CHAPLIN**  
**ON CARMEN"**

the property

## ANAY

rightfully shows

## CHAPLIN

star

this feature, do so at once and  
and tremendous profits.

*four reel  
in existence.*

V. L. S. E. OFFICES

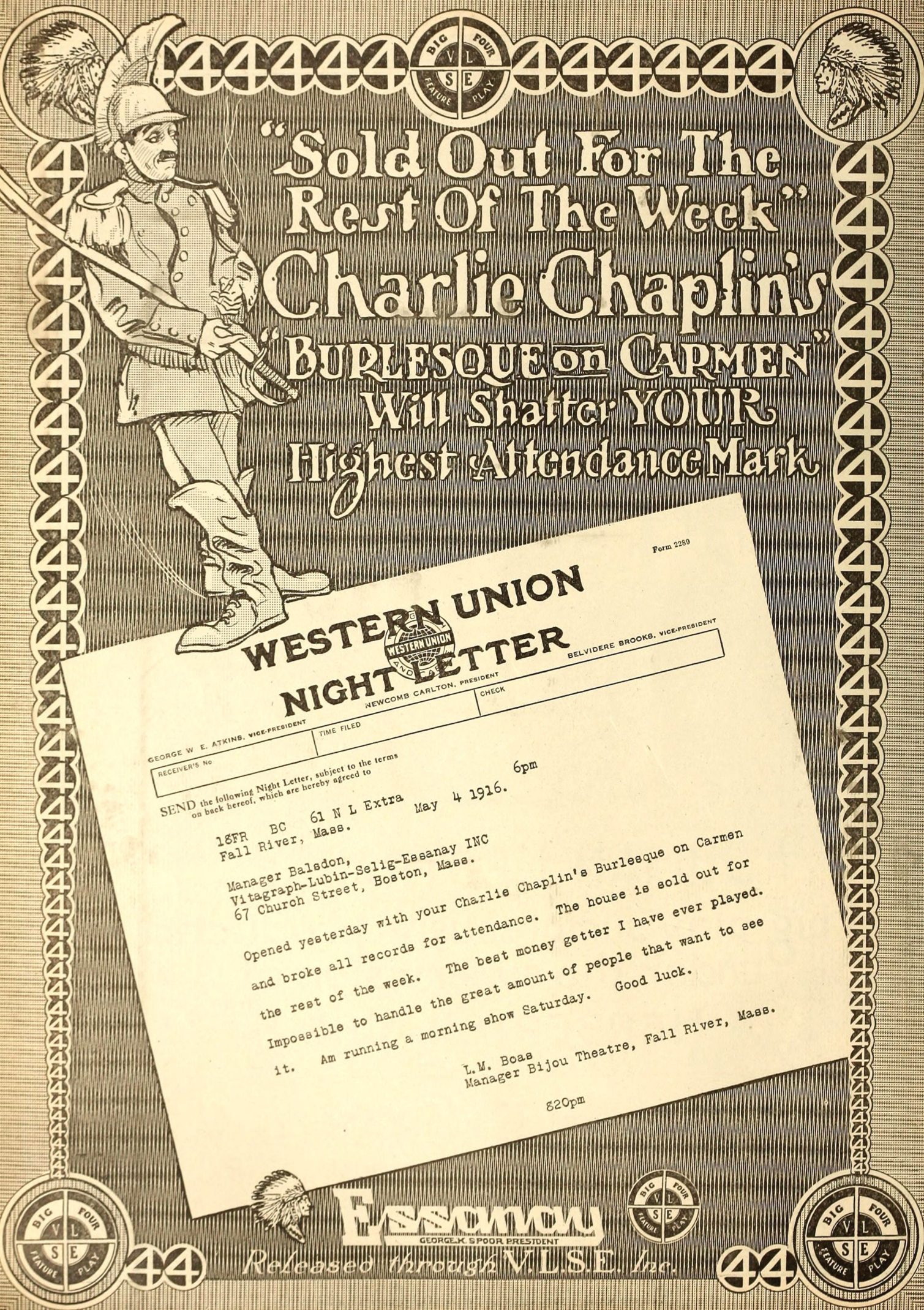


### ESSAY

GEORGE K. SPOOR, PRESIDENT







"Sold Out For The  
Rest Of The Week"  
**Charlie Chaplin's**  
**BURLESQUE on CARMEN**  
Will Shatter YOUR  
Highest Attendance Mark

**WESTERN UNION**  
**NIGHT LETTER**

Form 2280

GEORGE W. E. ATKINS, VICE-PRESIDENT  
RECEIVER'S No

NEWCOMB CARLTON, PRESIDENT  
TIME FILED

CHECK

BELVIDERE BROOKS, VICE-PRESIDENT

SEND the following Night Letter, subject to the terms on back hereof, which are hereby agreed to

18FR BC 61 N L Extra May 4 1916. 6pm  
Fall River, Mass.

Manager Balsdon,  
Vitagraph-Lubin-Selig-Essanay INC  
67 Church Street, Boston, Mass.

Opened yesterday with your Charlie Chaplin's Burlesque on Carmen and broke all records for attendance. The house is sold out for the rest of the week. The best money getter I have ever played. Impossible to handle the great amount of people that want to see it. Am running a morning show Saturday. Good luck.

L.M. Boas  
Manager Bijou Theatre, Fall River, Mass.

820pm

**Essanay**  
GEORGE K. SPOOR, PRESIDENT

Released through V.L.S.E. Inc.





44444444



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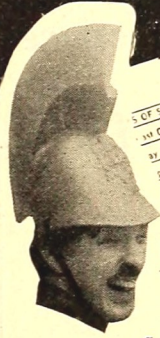


"Packed with Struggling  
Mass of Humanity"

SAYS ANOTHER EXHIBITOR

# Charlie Chaplin's "Burlesque on Carmen"

Opens the Success  
Road to You



V. L. S. E.,  
NEW YORK.

SHOWING CHARLIE CHAPLINS BURLESQUE ON CARMEN FOR THE FIRST  
TIME IN MICHIGAN TO CAPACITY TWELVE HUNDRED SEATS. LOBBY  
WHICH HOLDS FIVE HUNDRED PACKED WITH STRUGGLING MASS OF  
HUMANITY AND LINE OUT ON SIDE WALK PROCLAIMED BY PATRONS  
AND PRESS TO BE CHAPLINS GREATEST PICTURE.

W. S. MCCLAREN  
MGR MAJESTIC THEATRE  
JACKSON, MICHIGAN.



Released Through

VITAGRAPH LUBIN SELIG ESSANAY Inc.  
THE BIG FOUR

**Essanay**  
GEORGE K. SPOOR, PRESIDENT



44





Follow in the  
Footprints



of Success

Play the Continuously  
Consistent Box Office  
Winner

**CHARLIE CHAPLIN'S**  
**"BURLESQUE**  
**ON**  
**CARMEN"**

A  
LAUGH  
IN  
EVERY  
FOOT

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IN  
EVERY  
FOOT

CENTRAL MARKET STREET COMPANY  
GLOBE THEATRE BUILDING  
PHILADELPHIA, PA.

"The long lines of people outside our theatre afternoon and evening to see the only Charlie Chaplin, is the best proof of the success of this production.

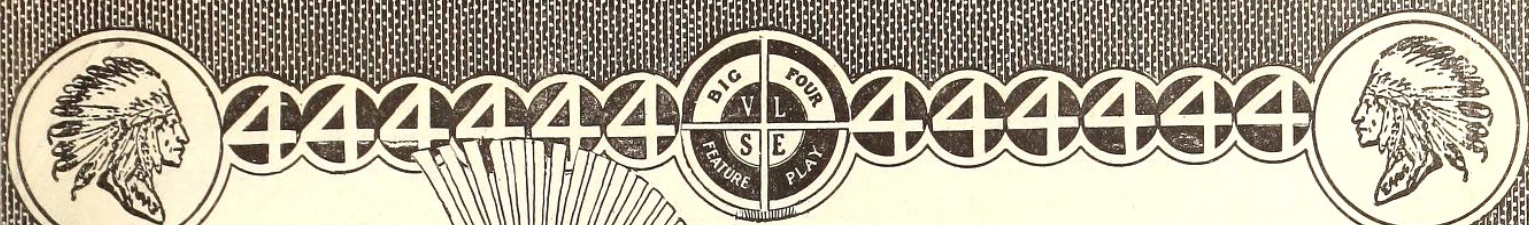
"We turned one of the worst theatrical weeks of the year, into one of the best, only going to prove that if you give the people what they want they will patronize your theatre."

(Signed) Frank W. Buhler

THE BIG 4 VITAGRAPH LUBIN SELIG ESSANAY INC. THE BIG 4  
THE BIG FOUR

**ESSANAY**  
GEORGE K. SPOOR, PRESIDENT





"SECOND AND THIRD DAYS  
BETTER THAN THE FIRST"~



*That's what  
all exhibitors  
say about*

# CHARLIE CHAPLIN'S "BURLESQUE ON CARMEN"

A  
LAUGH  
IN  
EVERY  
FOOT

Ideal Amusement Company  
COLUMBIA, SOUTH CAROLINA

V. L. S. E. Inc.,  
1600 Broadway, New York City

Gentlemen:  
On our first day's showing we thought  
we played to capacity, but imagine our  
surprise upon the second day, of stand-  
ing the people up from the opening of  
the show until the closing at night.

We did one third more business the  
second day than we did the first.

We are more than pleased with the re-  
sults and we unhesitatingly recommend  
any exhibitor two days as there will  
undoubtedly be more business on the  
second day than there will be on the  
first.

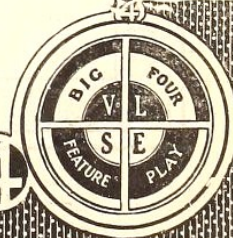
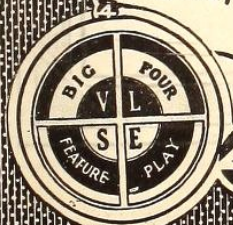
Very truly yours,  
(Signed) George C. Warner, Gen'l Mgr.

Released through  
VITAGRAPH

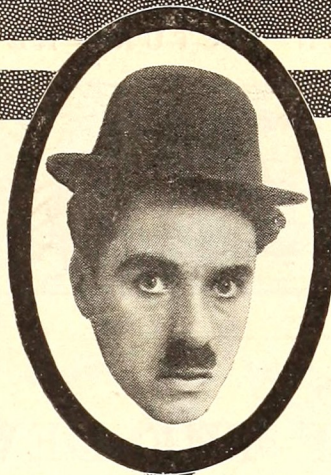


ESSANAY  
INC.

**ESSANAY**  
GEORGE K. SPOOR, PRESIDENT







Ask any of the  
thousands of  
exhibitors who  
have run the

**ESSANAY-CHAPLIN**

comedy

**“POLICE”**

about his big  
box office re-  
ceipts. You will  
then rush to  
book it.

GENERAL FILM SERVICE

The number of  
exhibitors who  
have run

**CHARLIE CHAPLIN'S**

burlesque on

**“CARMEN”**

for two or more  
days is the best  
guarantee of  
its value to you.

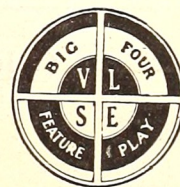
V. L. S. E.



TRADEMARK  
Reg. U. S. Pat. 1907

**ESSANAY**  
GEORGE K. SPOOR, PRESIDENT

1333 Argyle Street, Chicago





# Police! Police!

is the title of

ESSANAY'S next

## Charlie Chaplin Feature

Released May 27, thru all  
General Film Co. Branches

Chaplin Himself Said:—  
“It's a Scream”

Advertising matter, posters, etc., ready next week.  
Especially attractive.

**ESSANAY**  
GEORGE K. SPOOR. PRESIDENT



# "POLICE"

## HERE'S THE LATEST Essanay - Chaplin

FEATURE COMEDY

CHARLIE CHAPLIN himself says: *"It's a scream."*

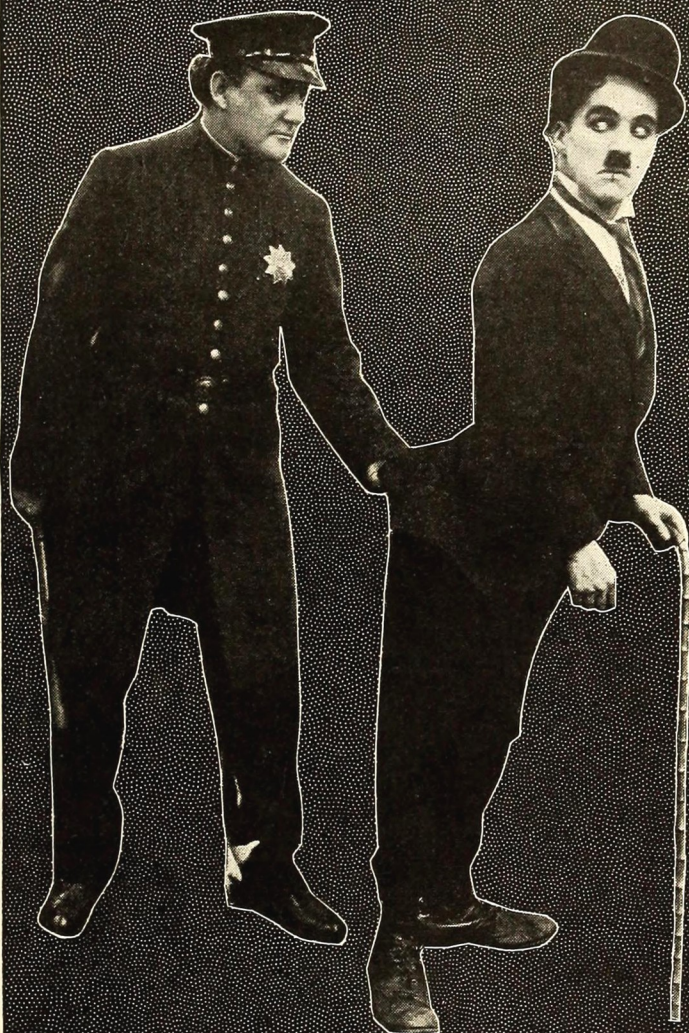
You'll need to call out the reserves to hold the crowds when you book this newest laugh maker,

# "POLICE"

It's a riot of fun; every foot packed with mirth.

RELEASED MAY 27

through all branches of the  
GENERAL FILM CO.



TRADEMARK  
Reg. U. S. Pat. 1907

# Essanay

GEORGE K. SPOOR, PRESIDENT

1333 Argyle St., Chicago, Ill.



TRADEMARK  
Reg. U. S. Pat. 1907





TRADEMARK  
Reg. U. S. Pat. 1907

THE LATEST  
Essanay—Chaplin Comedy  
“POLICE”

Is the Year's Greatest Laugh Producer

CHARLIE CHAPLIN himself says: “It's a scream.”

Read what the critics from east to west say:

This new vehicle of tremendous laugh getting power ranks with Chaplin's greatest work.

—*New York Dramatic Mirror.*

Exhibitors who want to give their patrons a real laugh should show this picture.

—*Exhibitors Herald.*

“Police” is funny in the extreme.

—*Motion Picture News.*

Manager Field of the Colonial says Chaplin's “Police” drew the biggest Sunday crowd he ever had. It is as funny as the advertising would strive to make one think it, and moves the house to laughter.

—*Kitty Kelly, Chicago Tribune.*

Chaplin in “Police”, if possible, is funnier than ever. To appreciate it, watch the crowds.

—*Mildred Joclyn, Chicago Post.*

“Police” is a winner.—*Dallas (Tex.) Herald.*

Chaplin fans are delighted with this comedy which drew capacity crowds at The Empress.

—*Des Moines (Ia.) Register.*

It is the most screamingly funny of all his funny comedies.—*Atchison (Kans.) Globe.*

This mirth provoking comedy is pleasing all crowds at the Regent theatre.

—*Indianapolis (Ind.) Star*



General Film Service  
**ESSANAY**  
GEORGE K. SPOOR, PRESIDENT  
1333 Argyle St., Chicago





The Latest

# ESSANAY=CHAPLIN

Feature

## "POLICE"

IS PACKING  
ALL HOUSES

A good comedy brings them all back again. This one makes them roar with laughter. Increase your patronage and swell your box office receipts by booking it.



TRADEMARK  
Reg. U. S. Pat. 1907

GENERAL FILM SERVICE

# ESSANAY

GEORGE K. SPOOR PRESIDENT

1333 Argyle Street, Chicago

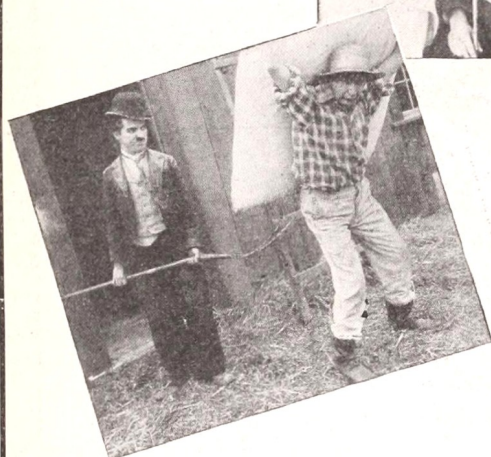


FIRST  
**ESSANAY=CHAPLIN=REVUE**  
 of 1916

5  
 ACTS



5  
 ACTS



THE YEAR'S  
 GREATEST

**LAUGHTER FROLIC**  
**Coming Soon**

Especially arranged by the Essanay company from the Essanay-Chaplin comedy successes "The Tramp," "His New Job," "A Night Out"

**INFRINGERS BEWARE**

All Essanay-Chaplin comedies are copyrighted in the Library of Congress and infringers will be prosecuted to the full extent of the law.

**ALL NEW, SPECIAL PAPER AND ADVERTISING MATERIAL**  
**GENERAL FILM SERVICE**

**ESSANAY**  
 GEORGE K. SPOOR, PRESIDENT

1333 Argyle Street, Chicago



TRADEMARK  
 Reg. U. S. Pat. 1907





The Year's Greatest  
**Laughter Frolic**  
 FIRST  
**Essanay-Chaplin**  
**Revue of 1916**

Especially arranged by Essanay from the  
 Essanay-Chaplin comedy successes "THE  
 TRAMP," "HIS NEW JOB," "A NIGHT  
 OUT."

**INFRINGERS BEWARE!**

All Essanay-Chaplin comedies are copyrighted  
 in the Library of Congress and infringers will  
 be prosecuted to the full extent of the law.

**RELEASED OCTOBER 21**

**All new special paper and adver-  
 tising material**



TRADEMARK  
 Reg. U. S. Pat. & Tm. Off.

GENERAL FILM SERVICE  
**Essanay**  
 GEORGE K. SPOOR, PRESIDENT

1333 Argyle St., Chicago



# THE CRITICS SAY "exceptionally good!" and other fine things about THE FIRST ESSANAY-CHAPLIN REVUE OF 1916

The Moving Picture World says: "It is literally a CHAPLIN RIOT. YOU WILL LAUGH YOUR HEAD OFF."

The Motion Picture News says: "The three pictures from which the 'Revue' is assembled are EXCELLENT. This, in addition to the original 'business' introduced ought to make it A SURE-FIRE RELEASE."

The Dramatic Mirror says: "It tells a complete story, dovetailing without a break, making a UNIQUE COMEDY feature."

The Exhibitors' Herald says: "It is a SUCCESS, EXCEPTIONALLY GOOD."

Motography says: "The arrangement should prove a delight. It is PACKED with COMEDY."

W. K. Hollander in the Chicago Daily News says: "It is Chaplin from beginning to end in every form of ludicrousness—ONE SOLID MASS OF MIRTH. There is genuine humor throughout and it actually forces one to laugh."

Robert McKnight in the Chicago Examiner says: "There are HEAPS of LAUGHTER in this revival."

**SCREEN TIME ONE HOUR, 17 MINUTES**

**GENERAL FILM SERVICE**

**ESSAY**  
GEORGE K. SPOOR, PRESIDENT

1333 ARGYLE STREET, CHICAGO



TRADEMARK  
Reg. U. S. Pat. 1907

Be sure to mention "MOTION PICTURE NEWS" when writing to advertisers





# HERE'S THE WAY THEY TURN OUT

for the

# ESSANAY-CHAPLIN REVUE

## of 1916

**Use Your Watch When Booking  
Essanay Attractions**  
SCREEN TIME, 1 HOUR 17 MINUTES

Your best assurance of success is the success of others. Read what they say:

"The Essanay-Chaplin Revue of 1916 is making a *BIG HIT* at our Market St. Theatre. Sunday, the opening day, we played to a capacity business and on Monday we had one of our largest days which assures us another big week. We are very anxious to get a line on your next release."

*Eugene H. Roth,  
Manager Popular Amusement Co.,  
San Francisco, Cal.*

"Receipts for the day I played the Essanay-Chaplin Revue of 1916 surpassed any previous day's business since the opening of the theatre. Kindly advise me of open dates so I may arrange for another booking as early as possible."

*Charles R. Black,  
Manager Alhambra Theatre,  
Wilkes-Barre, Pa.*



TRADEMARK  
Reg. U. S. Pat. 1907

GENERAL FILM SERVICE

# ESSANAY

GEORGE K. SPOOR, PRESIDENT

1333 Argyle St., Chicago.





The First  
**ESSANAY-CHAPLIN**  
 REVUE of 1916  
 Today

Screen Time  
 1 Hour  
 17 Minutes

**GENERAL FILM SERVICE**  
**ESSANAY**  
 GEORGE K. SPOOR, PRESIDENT  
 1333 Argyle St., Chicago

TRADEMARK  
 Reg. U. S. Pat. 1907

VAN NIEUW

Be sure to mention "MOTION PICTURE NEWS" when writing to advertisers





# COMING! A Brand New CHARLIE CHAPLIN

Comedy

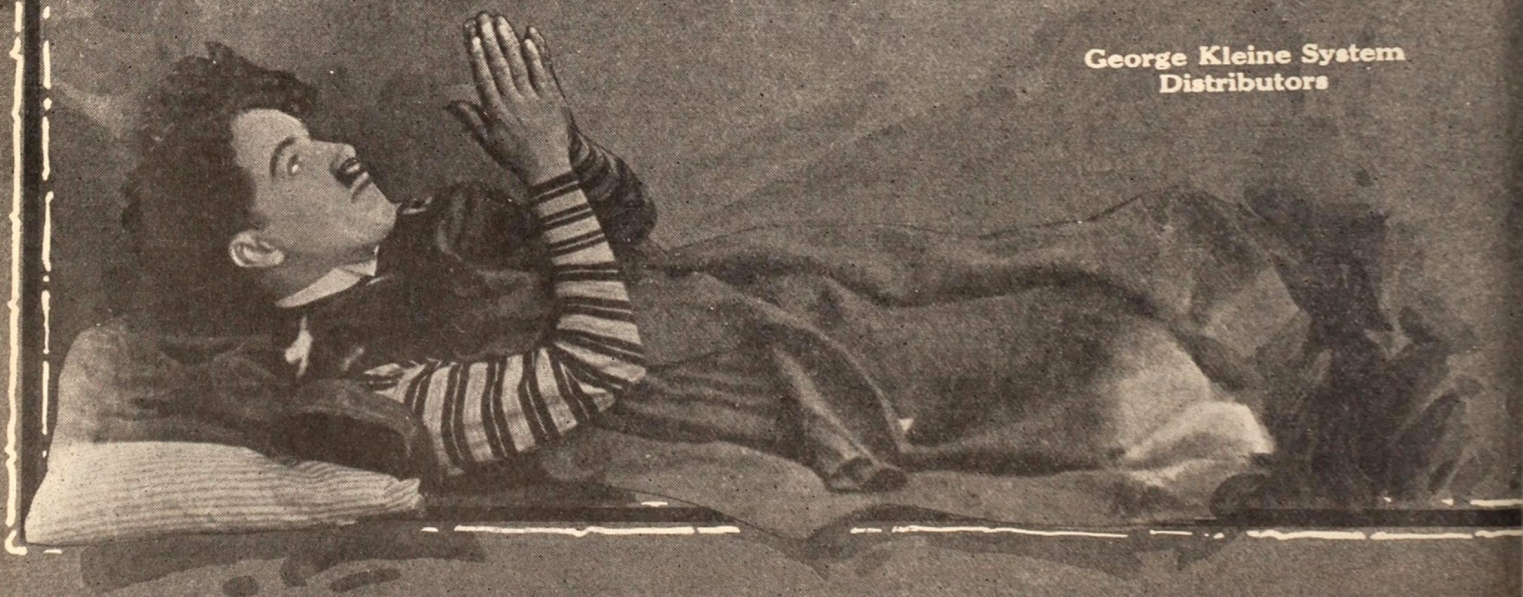
## “TRIPLE TROUBLE”

NOT a Reissue—NOT a Rehash  
But a NEW Film

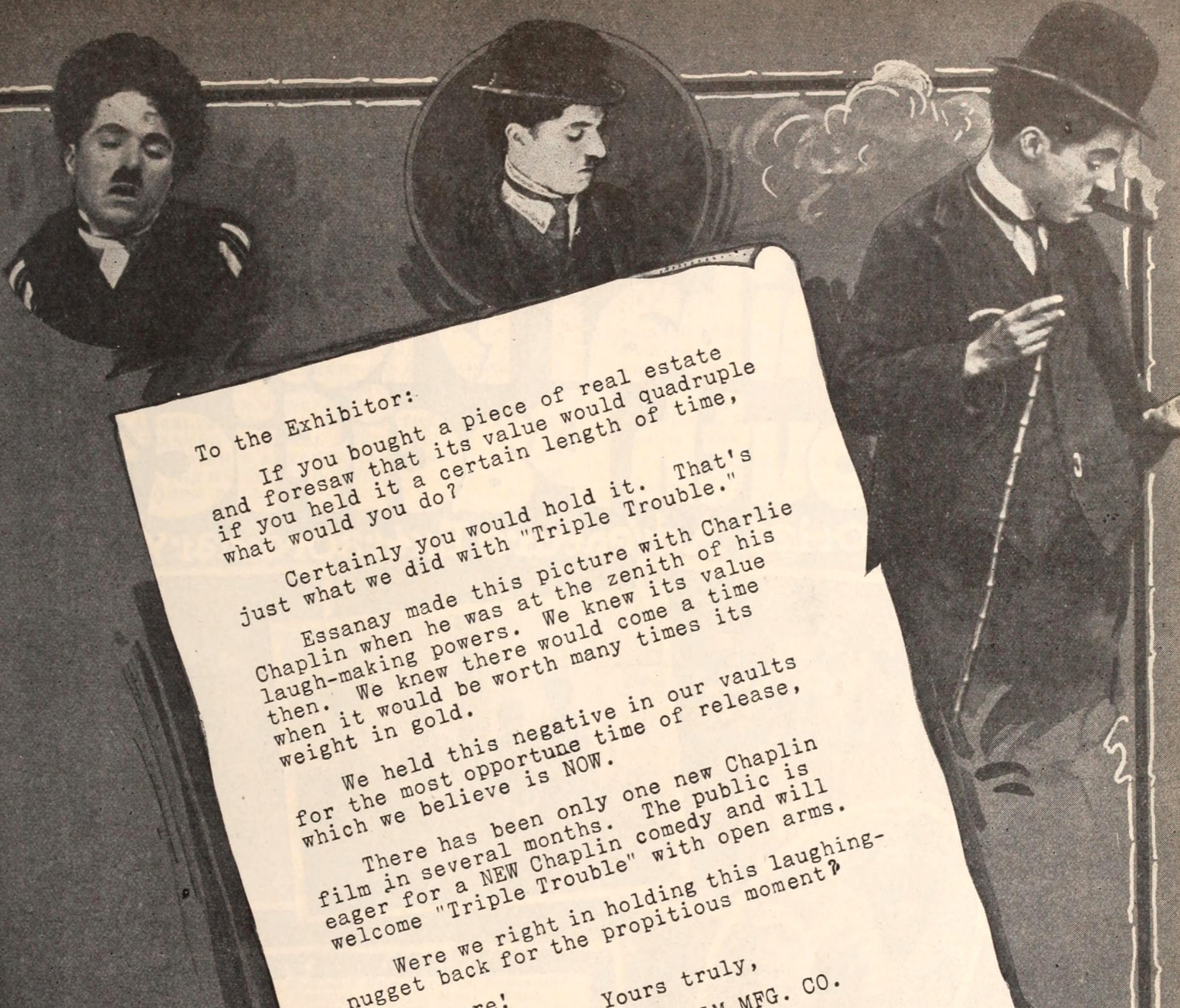
Bubbling over with Chaplin fun!

ESSANAY-CHAPLIN BRAND

George Kleine System  
Distributors







To the Exhibitor:  
If you bought a piece of real estate  
and foresaw that its value would quadruple  
if you held it a certain length of time,  
what would you do?

Certainly you would hold it. That's  
just what we did with "Triple Trouble."

Essanay made this picture with Charlie  
Chaplin when he was at the zenith of his  
laugh-making powers. We knew its value  
then. We knew there would come a time  
when it would be worth many times its  
weight in gold.

We held this negative in our vaults  
for the most opportune time of release,  
which we believe is NOW.

There has been only one new Chaplin  
film in several months. The public is  
eager for a NEW Chaplin comedy and will  
welcome "Triple Trouble" with open arms.

Were we right in holding this laughing-  
nugget back for the propitious moment?  
We were!

Yours truly,  
ESSANAY FILM MFG. CO.

*Geo. K. Spoor*  
President.



George Kleine System  
Distributors

**Essanay**  
GEORGE K. SPOOR PRESIDENT

Perfection  
Pictures



# 1916-7 - Mutual

---









“

I AM

NOW WITH

MUTUAL

*Charlie Chaplin*





CHARLES CHAPLIN & JOHN R. FREULER SIGNING CONTRACT

## Statement by Charles Chaplin

**A****FTER** thoroughly investigating the motion picture field, I have decided to affiliate myself with the **MUTUAL FILM CORPORATION**. My future pictures will be released by Mutual exchanges because they serve the greatest number of exhibitors throughout the country.

Mutually yours,  
**CHARLES CHAPLIN.**





**T**he announcement appearing on the opposite page is the most gigantic in the history of the film industry.

Charles Chaplin's pictures will now be released through Mutual Exchanges **EXCLUSIVELY.**

Mutual exhibitors all over the country will have an opportunity to present the million-dollar comedian to their audiences.

The 68 Mutual Film Exchanges will give every exhibitor an opportunity of "cashing in" on Charles Chaplin. **DON'T HESITATE—DON'T WAIT—**go immediately to the nearest Mutual Film Exchange and get particulars about the Charles Chaplin releases.



# CHARLES CHAPLIN IS NOW WITH MUTUAL



**This gives every exhibitor—  
regardless of what service or  
features you are using—a  
chance to “cash in” on the  
most popular screen come-  
dian in the world.**

**Chaplin will appear in one  
picture every month.**

---

**MUTUAL FILM CORPORATION**



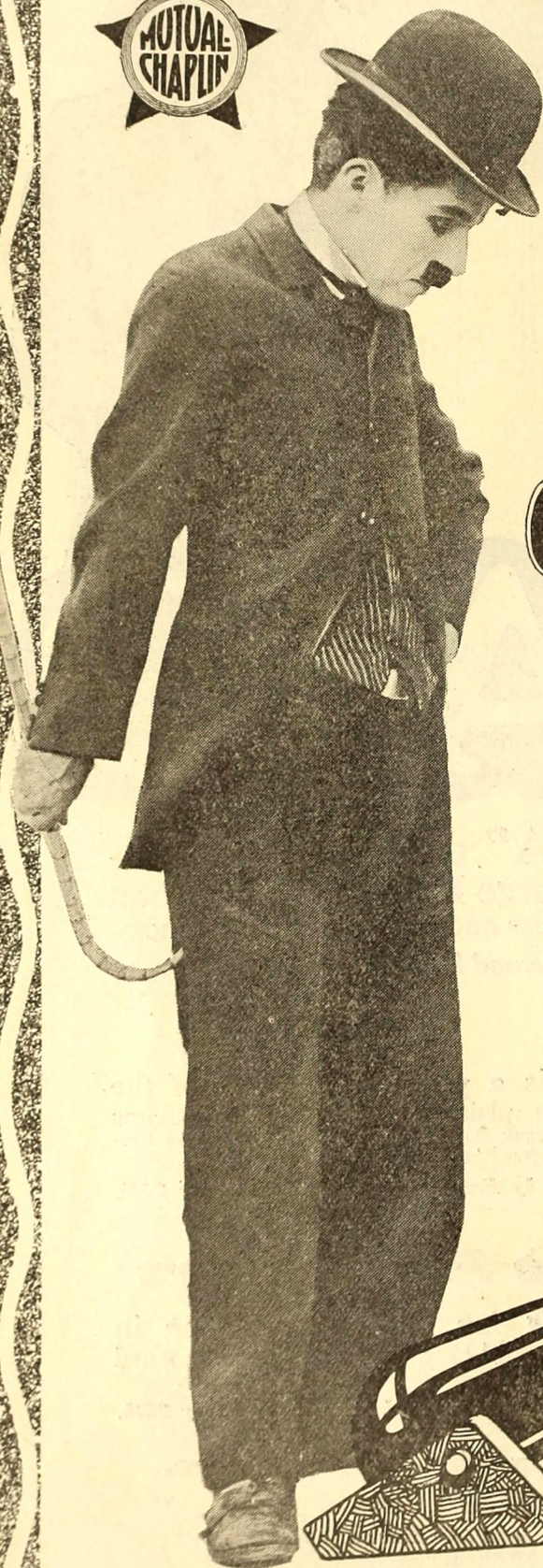




# A HIT!!

## THE FIRST CHAPLIN COMEDY

PRODUCED UNDER  
THE MUTUAL'S  
\$670,000.00  
CONTRACT

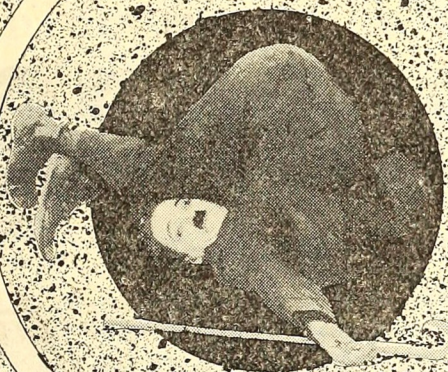


### RELEASED THE



MUTUAL CHAPLIN SPECIALS

CHARLIE CHAPLIN

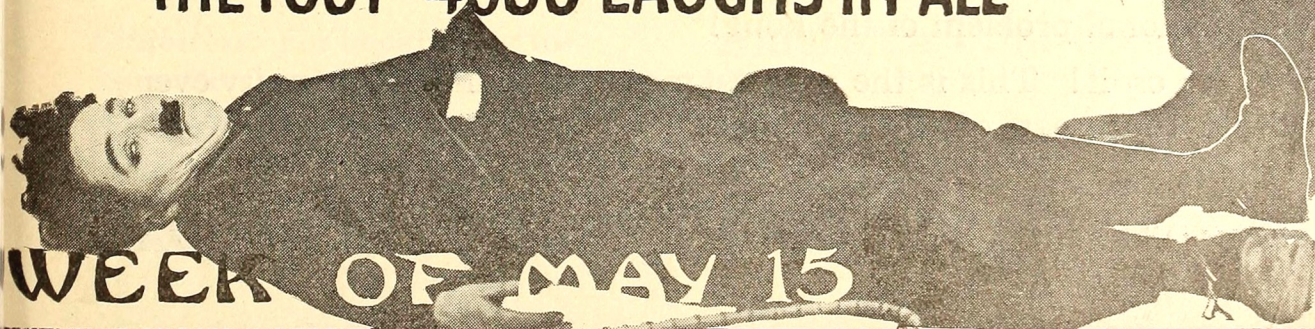
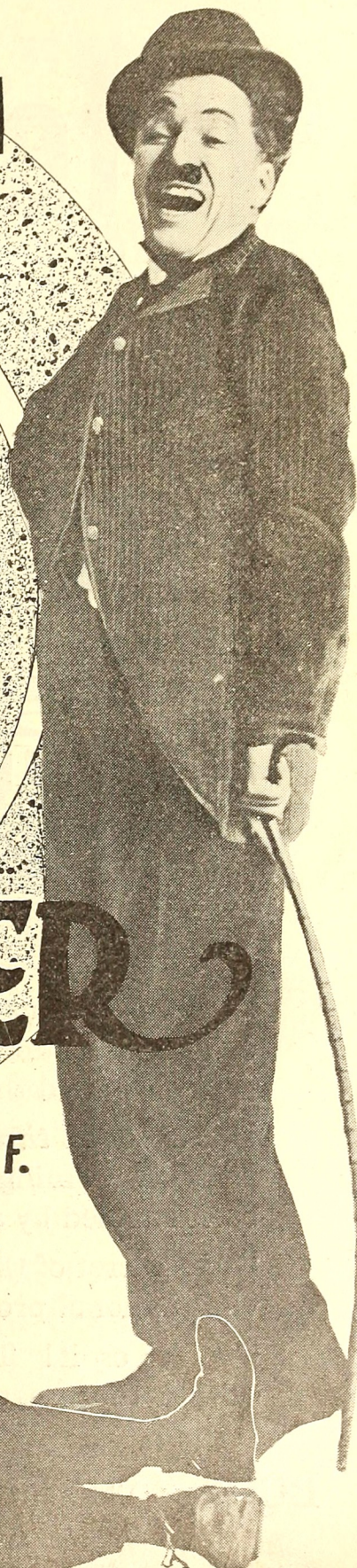


in

# THE FLOOD WALKER

EVEN THE FAMOUS CRITIC HARVEY F.  
THEW ADMITS "2 LAUGHS TO  
THE FOOT-4000 LAUGHS IN ALL"

WEEK OF MAY 15

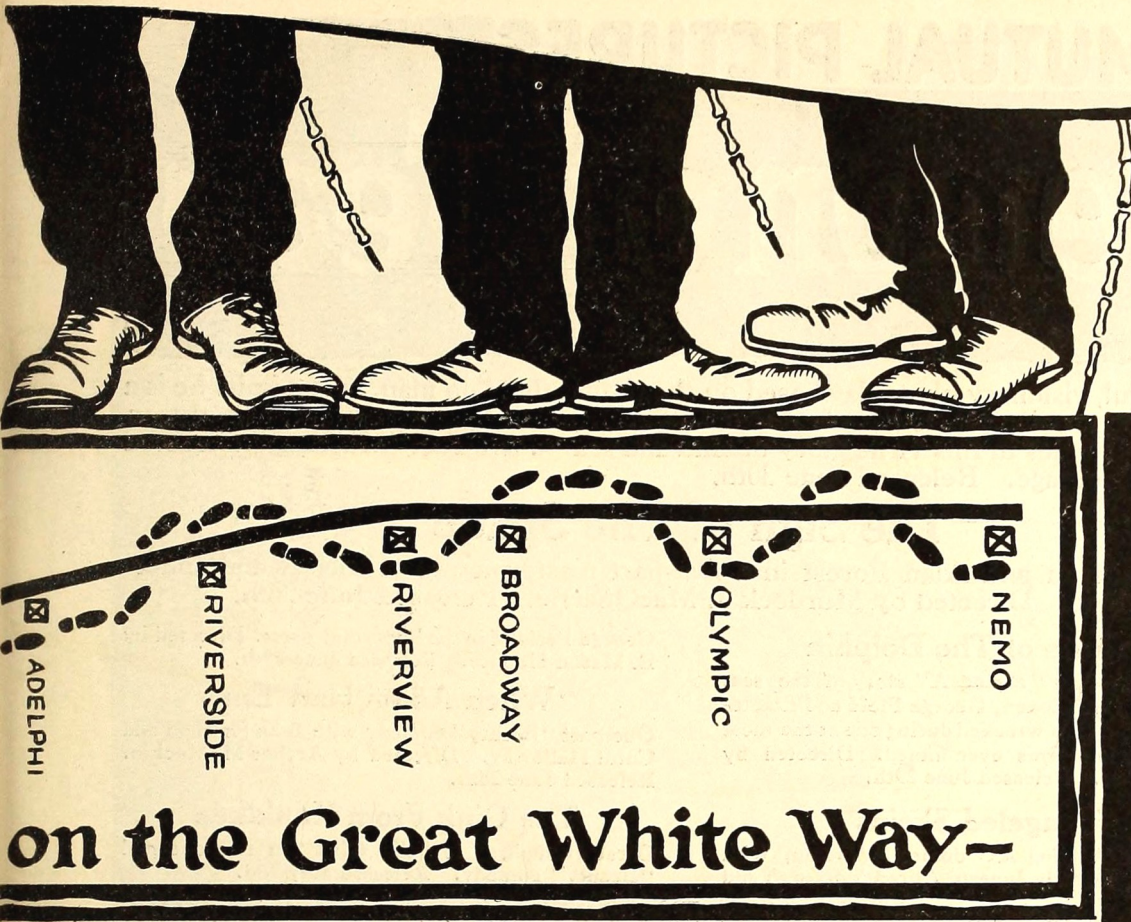






## Charlie Chaplin's Foot-prints





On Broadway, New York, between 41st and 110th streets

## CHARLIE CHAPLIN

in the latest Mutual Chaplin Special

### THE FIREMAN

was played as *the feature attraction*, first run, in 14 theatres—all but one of the big first class theatres in that section! This strip of "main street" is picked out merely for the sake of ready illustration. Every other section made a like showing—the town went Chaplin mad. Reports coming in from all over the country read the same—crowds turned away and patrons warmly enthusiastic in their praise of star and picture.

*No such record smashing success has ever been known. Every part of the world is clamoring for the Mutual Chaplin pictures—for there never was such a sure thing investment. No speculation—just look up the business done in the thousands of houses that showed The Floor-walker and The Fireman and get in in time for the next Mutual Chaplin*

### THE VAGABOND

Released July 10



**MUTUAL  
CHAPLIN  
SPECIALS**



Showing  
**CHARLIE CHAPLIN**



# MUTUAL CHAPLIN



## HARLIE CHAPLIN

in the Mutual-Chaplin Series has a new value. In each of the years you have known him he has been steadily adding to his popularity until to-day he is the best known and most followed man in all the world. But, while he was building up reputation he was also gaining in skill. Each succeeding season found him a better actor—a surer comedian.

*This year under the Mutual environment he has acquired UNCTION—that indefinable something which marks the difference between the bread worker and the true artist.*

To-day a hundred million people will agree that Charlie Chaplin as he appears in the Mutual-Chaplin pictures, "The Floor Walker," "The Fireman," "The Vagabond," and the other nine still to come, is, beyond all comparison, the greatest laugh maker that ever lived.



## MUTUAL CHAPLIN SPECIALS

CHARLIE CHAPLIN  
COVERS THE WORLD

The film business never had, nor has it now, an attraction to equal the Charlie Chaplin of today. Go anywhere you like, the story is the same—everybody is eager to see the man who gets \$670,000 a year because he is funny.

**CHARLIE CHAPLIN**

*is the biggest, surest and most profitable star any theatre can show.*

On account of the wide showing and tremendous success of "The Floorwalker" and "The Fireman," the first two of the twelve Mutual Chaplin Specials,

**THE VAGABOND**

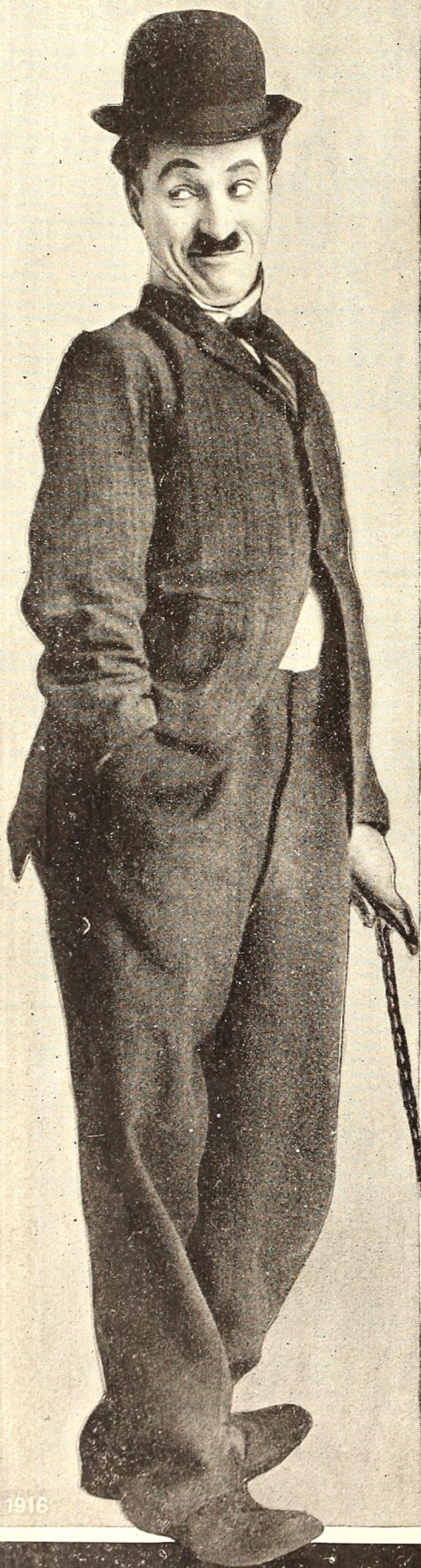
Released July 10

*will have an increased value to exhibitors.*

Book the Chaplin Mutual series at any one of the 68 Mutual exchanges.



# MUTUAL CHAPLIN SPECIALS



## The Greatest Attraction

At this particular season of the year, during the torrid days of summer, the strongest possible attractions are needed to hold up patronage.

## CHARLIE CHAPLIN

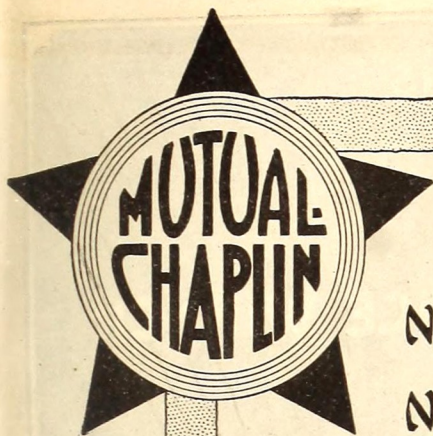
in the series of Mutual Chaplin Specials is the surest and greatest attraction you can book. **Remember, a Chaplin Mutual has never failed to fill any house!**

*His latest subjects, "The Floorwalker," "The Fireman," and "The Vagabond" are drawing record-breaking business everywhere and leave such a delightful impression that everyone is eagerly following his Mutual Chaplin releases.*

**Book the entire series of Mutual Chaplin Specials at any one of the 68 Mutual Exchanges.**

© 1916





## MUTUAL CHAPLIN SPECIALS

- Nº1 "THE FLOORWALKER" - RELEASED MAY · 15  
 Nº2 "THE FIREMAN" - RELEASED JUNE · 12  
 Nº3 "THE VAGABOND" - RELEASED JULY · 10  
 Nº4 "ONE A.M." - TO BE RELEASED AUG · 7

*AND*  
 Eight More Smashing Successes  
 TO FOLLOW AT INTERVALS OF FOUR WEEKS

**DIFFERENT!  
 BETTER !!  
 STRONGER !!!  
 THAN  
 CHARLIE CHAPLIN  
 EVER PREVIOUSLY PRODUCED**

**IDEAL SUMMER BOX OFFICE MAGNETS**

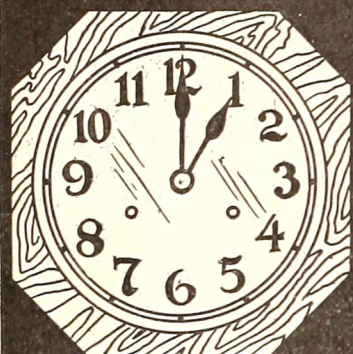
**Twelve Big Profits**

Book "CHARLIE CHAPLIN SPECIALS" to-day  
 at any one of the 68 Mutual Branch Exchanges  
 in United States & Canada

**NEXT RELEASE  
 MONDAY 7<sup>TH</sup> "ONE A.M."**



# SEE IT YOURSELF



ANY MUTUAL EXCHANGE  
WILL RUN IT FOR YOU!

IT IS ABSOLUTELY THE  
GREATEST COLLECTION  
OF CHAPLIN LAUGHS EVER  
PRESENTED IN 2000 FT. OF FILM

IT'S **ALL CHAPLIN**

AND IT'S

**CHAPLIN AT HIS BEST**

RELEASED MONDAY AUGUST 7<sup>TH</sup>

**CHARLIE CHAPLIN  
IN ONE A.M.**

(THE NEWEST OF THE NEW CHAPLINS)

## CHAPLIN FAKIRS!!

Ancient films are being dug out of the grave, duped and retitled to be sold to exhibitors as parasites on the fame of Charlie Chaplin.

"THE LATEST CHAPLIN" is a deceit and a fraud when used in connection with any other films than the Mutual Chaplin specials, released in the United States only by the Mutual Film Corporation.

Charlie Chaplin is appearing in no other new pictures than the two-reel comedies now being made for the Mutual Film Corporation.

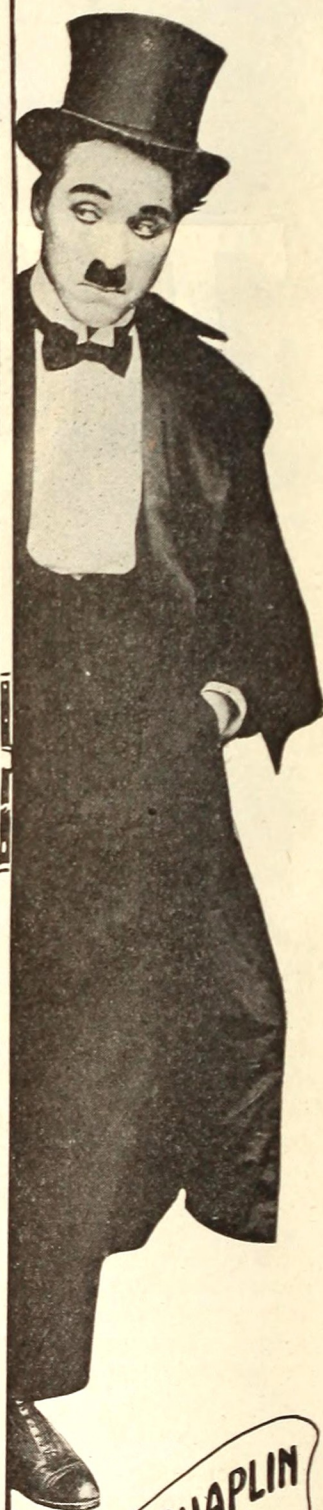
The only films made under the new Chaplin \$670,000 contract released to date are:

THE FLOORWALKER  
THE FIREMAN  
THE VAGABOND  
ONE A. M.



**LONE STAR FILM CORPORATION**

71 West 23rd St., New York City



**CHARLIE CHAPLIN  
IN ONE A.M.**



# WHAT IS YOUR AMBITION?

"WHAT IS YOUR DEAREST WISH, YOUR HIGHEST AMBITION, THE THING YOU WANT TO DO MOST? CHANCE FOR A BIG STORY" —

WIRED A PRESS AGENT TO  
**CHARLIE CHAPLIN**

He Received the following Answer:

"I HAVE ALWAYS WANTED TO KNOW WHAT WOULD HAPPEN IF I THREW A PLATE OF EGGS INTO AN ELECTRIC FAN."

**CHARLIE CHAPLIN**

*THE LATEST MUTUAL-CHAPLIN SPECIAL*

**ONE A.M.**

IS ONE LONG LAUGH FROM START TO FINISH

**CHARLIE CHAPLIN**

WILL GET YOUR BOX OFFICE MORE MONEY THAN ANY OTHER ATTRACTION AVAILABLE

**IF YOUR AMBITION IS TO PACK  
YOUR THEATRE, BOOK THIS  
SURE-MONEY STAR IN**

**"THE FLOORWALKER"**

**"THE FIREMAN"**

**"THE VAGABOND"**

**"ONE A.M."**

HIS FOUR LATEST PICTURES THE ONLY "CHAPLINS" PRODUCED UNDER THE \$670,000.00 CONTRACT

DISTRIBUTED IN THE UNITED STATES & CANADA EXCLUSIVELY BY

**MUTUAL FILM CORPORATION**

JOHN R. FREULER, PRESIDENT

**CHARLIE CHAPLIN  
IN ONE A.M.**





# YOUR ONE BEST BET FOR BIG BUSINESS



## CHARLIE CHAPLIN IN MUTUAL CHAPLIN SPECIALS



THE TREMENDOUS  
BOX OFFICE BUSINESS  
NOW BEING DONE  
WITH

# CHARLIE CHAPLIN

ONE A.M.  
THE VAGABOND  
THE FIREMAN AND  
THE FLOORWALKER

IS PROOF POSITIVE THAT THIS CLEVER COMEDIAN IS MAKING MORE MONEY  
FOR THEATRE OWNERS THAN ANY STAR IN THE HISTORY OF THE STAGE.

MUTUAL CHAPLINS ARE NOT A GAMBLE — THEY ARE A  
STRAIGHTFORWARD LEGITIMATE BUSINESS PROPOSITION AND THE SAFEST  
"STAR ATTRACTION INVESTMENT" THAT AN EXHIBITOR CAN MAKE  
**CALL UP THE MUTUAL TO-DAY!**



COMING  
SEPT 4<sup>TH</sup>

# CHARLIE CHAPLIN IN "THE COUNT"



# HERE'S THE NEW ONE

## Released Monday, SEPT. 4th



### CHARLIE CHAPLIN

IN

### THE COUNT

FIFTH OF THE GREAT MUTUAL CHAPLIN SPECIALS PRODUCED UNDER THE  
\$670,000.00 CONTRACT



### CHARLIE CHAPLIN

III.  
IN  
II

ONE A. M.  
THE VAGABOND  
THE FIREMAN  
THE FLOORWALKER

Distributed Throughout the United States and Canada Exclusively by

### MUTUAL FILM CORPORATION

JOHN R. FREULER, President

Be sure to mention "MOTION PICTURE NEWS" when writing to advertisers.



*Announcing*

# CHARLIE CHAPLIN

(FUNNIER THAN EVER.)

## IN THE COUNT

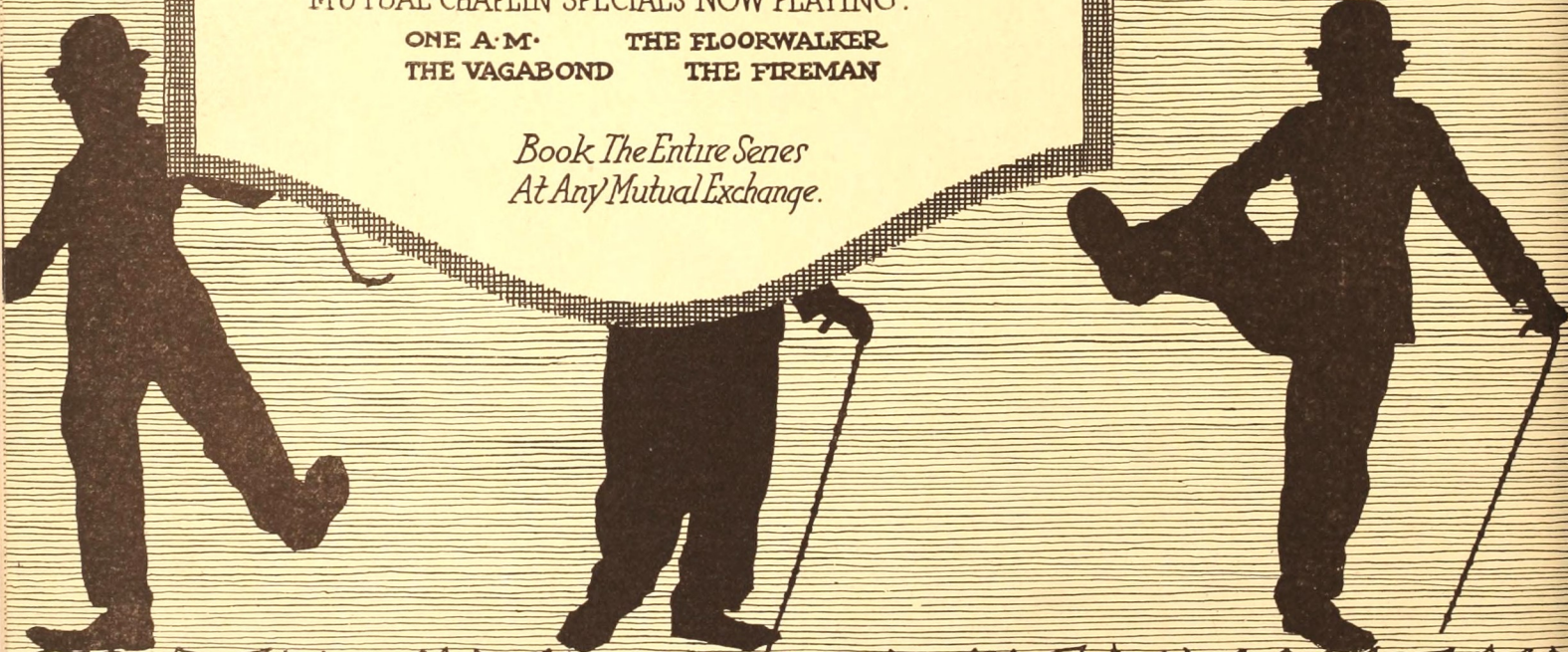
Fifth Of The New Mutual-  
Chaplin Specials Now Booking  
At 68 Mutual Exchanges ~

*Full Of Original Chaplin Antics.  
Jammed With Surprises. A Sure Laugh-  
Getter And Positive Box-Office Attraction.*

MUTUAL-CHAPLIN SPECIALS NOW PLAYING:

|              |                 |
|--------------|-----------------|
| ONE A.M.     | THE FLOORWALKER |
| THE VAGABOND | THE FIREMAN     |

*Book The Entire Series  
At Any Mutual Exchange.*





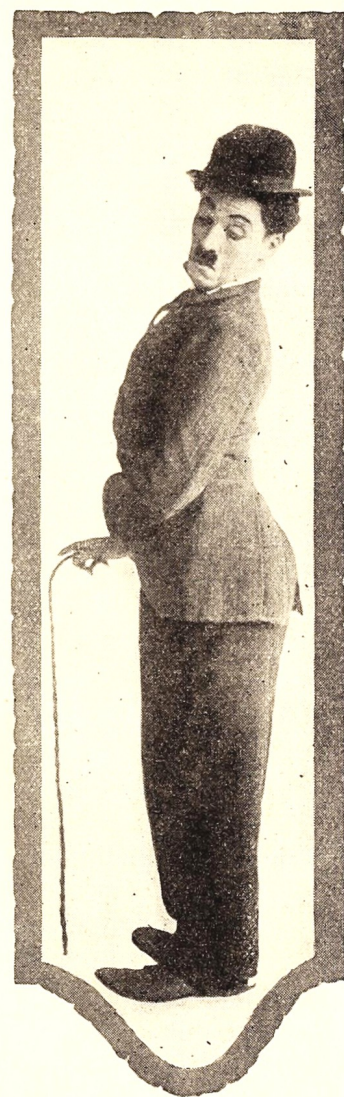
MUTUAL FILM CORPORATION *Announces*

THE NEWEST CHAPLIN RELEASE  
BEGINNING OCTOBER SECOND

# CHARLIE CHAPLIN IN THE PAWNSHOP

A RIOT OF ORIGINAL COMEDY  
SITUATIONS. SIXTH OF THE NEW  
MUTUAL-CHAPLIN SPECIALS, NOW  
BOOKING AT 68 MUTUAL EXCHANGES.

*Now Playing:* CHARLIE CHAPLIN in  
THE COUNT THE FLOORWALKER  
THE VAGABOND THE FIREMAN  
ONE A.M.







MUTUAL FILM CORPORATION *Announces*  
*The Inimitable Comedian*

# CHARLIE CHAPLIN IN THE PAWNSHOP

The Title Suggests Some Of The  
Original Comedy Situations  
Developed In This Newest  
MUTUAL-CHAPLIN

*Sixth of a Series of Mutual-  
Chaplin Special Features Made  
Under The \$670,000<sup>00</sup> Per Year  
Contract. Now Being Booked  
At 68 Mutual Exchanges.*

*Now Playing: CHARLIE CHAPLIN*

*The FLOORWALKER ONE A.M.  
The FIREMAN The VAGABOND  
The COUNT The PAWNSHOP*

*Mutual Exchanges Are The Only  
Places In America Where The  
Newest Chaplin Features May  
Be Booked. See Your Nearest  
Mutual Exchange AT ONCE!*





**MUTUAL**



**MUTUAL FILM CORPORATION** *Announces*  
*The Newest Mutual-Chaplin Special*

# **CHARLIE CHAPLIN** **IN** **BEHIND THE SCREEN**

A surprisingly funny sketch of life in a Motion Picture Studio. This production is being made on such an elaborate scale that the release date will be postponed two weeks in order to complete it properly. New release date Nov. 13th.

Mutual-Chaplin Specials now playing:  
"The Floorwalker," "The Fireman,"  
"The Vagabond," "One A. M.,"  
"The Count," "The Pawnshop."

These newest Chaplin Productions may be booked only at the 68 exchanges of the Mutual Film Corporation in America.





MUTUAL



MUTUAL FILM CORPORATION, *Presents*  
*The \$670,000.00 Per Year Comedian*

# CHARLIE CHAPLIN IN BEHIND THE SCREEN

Newest Mutual-Chaplin Special-And Pronounced  
The Funniest. Released Nov. 13<sup>th</sup>. Seventh Of  
A Series Of Mutual-Chaplin Specials Now  
Booking ONLY At Mutual Exchanges.

## MUTUAL-CHAPLIN SPECIALS

*Now Playing:*

|                 |               |
|-----------------|---------------|
| THE FLOORWALKER | THE FIREMAN   |
| THE VAGABOND    | ONE A.M.      |
| THE COUNT       | THE PAWN SHOP |

## REPEAT

The Mutual-Chaplin's You've Shown  
They're Good For Several Showings.





# MUTUAL



MUTUAL FILM CORPORATION *Presents*

# CHARLIE CHAPLIN IN BEHIND THE SCREEN

Seventh of the Mutual-Chaplin Specials, the only authorized list of productions made under the \$670,000 contract. Released Nov. 13th through the 68 Mutual Exchanges. Now playing: "The Floorwalker," "The Fireman," "The Vagabond," "One A. M.," "The Count" and "The Pawnshop."

Beware of pirated pictures, dupes, reprints of old subjects released as new, etc. Violators of Mutual copyright privileges will be prosecuted to the fullest extent of the law. Don't be hoodwinked! Get the only original Mutual-Chaplins.



MUTUAL

ANNOUNCING

CHARLIE CHAPLIN

IN

THE RINK

**Eighth of the New Mutual-Chaplin  
Specials. Chaplin In a New Atmosphere.  
A Skating Rink and a Cafe. Many New and  
Original Comedy Situations. Released the  
Week of December 11th Through 68  
Mutual Exchanges.**

*Now Playing:-*

"THE FLOORWALKER" "THE COUNT"  
"THE FIREMAN" "THE VAGABOND"  
"ONE A.M." "THE PAWNSHOP"  
"BEHIND THE SCREEN"





MUTUAL

Without A Single Rival!

THE MUTUAL FILM CORPORATION'S

# CHARLIE

Featured **ONLY** in

Dominating the entire world of motion picture comedians—without a rival—Charlie Chaplin began the year of 1916. During the year just ended he has not only preserved that reputation, but has added to it. His greatest success has been scored in Mutual-Chaplin Specials.

*His Latest -*

“**THE**

*Charlie's adventures in a skating rink—as pictured in his latest release—prove the versatility of this clever funmaker. He is creating new situations—inventing new business—enhancing his own popularity, with each new production.*

**BOOKINGS  
MUTUAL**

MUTUAL FILM

*John R. Freuler,*





MUTUAL

# Greater Than Ever For 1917!

\$670,000.00 PER YEAR COMEDIAN

# CHAPLIN

## MUTUAL-CHAPLIN Specials!

Pursuing its policy of "Only Big Stars For Mutual", the Mutual Film Corporation announces that, during the coming year, Charlie Chaplin will appear in even greater Mutual attractions. The world's greatest comedian in the world's greatest comedies. Exhibitors should make booking arrangements NOW at any Mutual Exchange.

# RINK

MUTUAL-CHAPLIN SPECIALS

*Now Playing:*

"The FLOORWALKER" - "ONE A.M."  
 "The FIREMAN" - "The VAGABOND"  
 "The COUNT" - "The PAWNSHOP"  
 "BEHIND THE SCREEN" - "The RINK"

**ONLY AT  
EXCHANGES**

CORPORATION  
President.





MUTUAL

MUTUAL FILM CORPORATION

*Presents*

# CHARLIE CHAPLIN *in* "EASY STREET"

*Another new Chaplin release  
which breaks all previous  
records for original comedy  
situations. Book "Easy Street."*

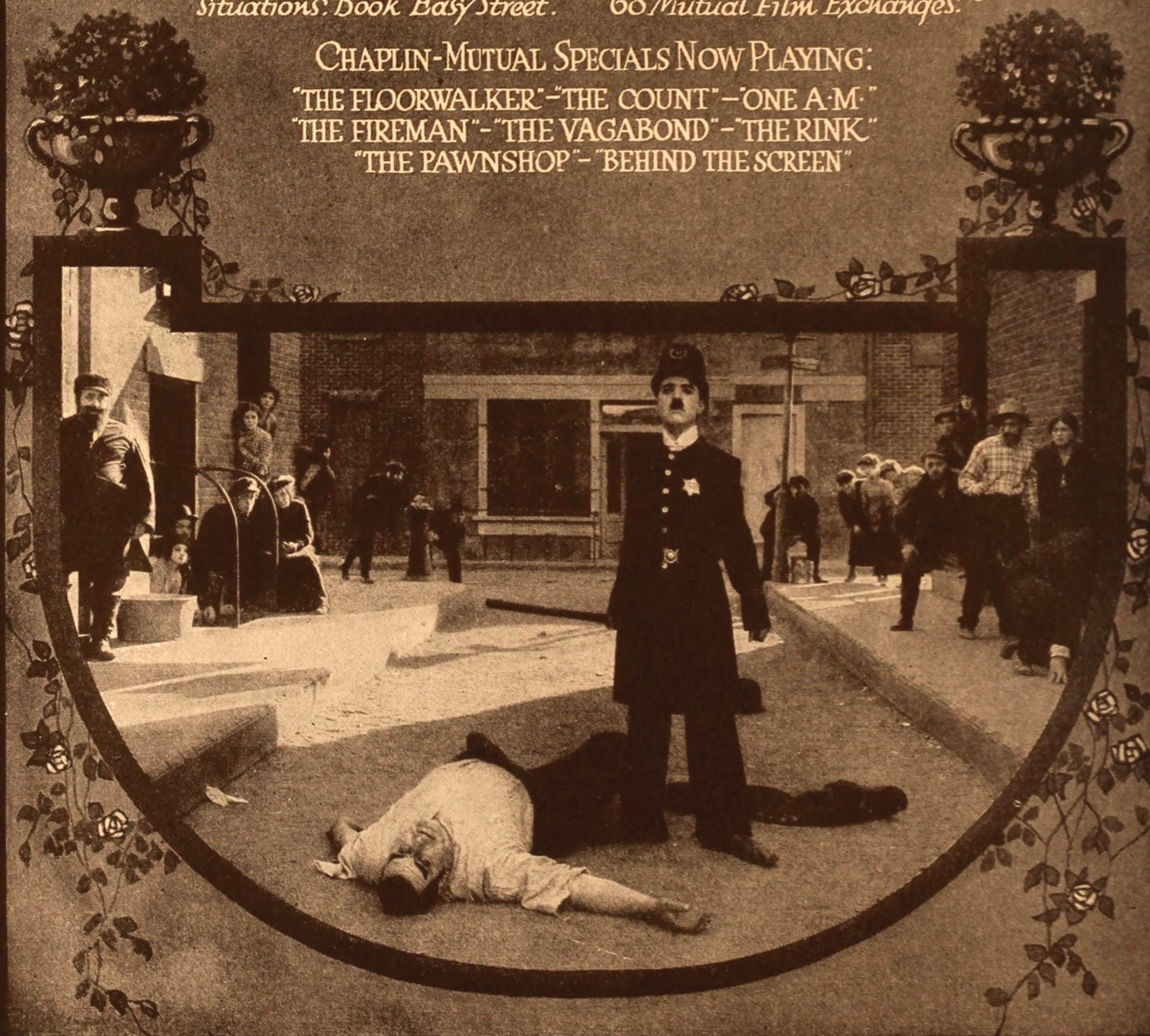
*Ninth of the Chaplin-Mutual  
Specials. Released the week of  
January Twenty-second. Through  
68 Mutual Film Exchanges. ~*

CHAPLIN-MUTUAL SPECIALS NOW PLAYING:

"THE FLOORWALKER" - "THE COUNT" - "ONE A.M."

"THE FIREMAN" - "THE VAGABOND" - "THE RINK"

"THE PAWNSHOP" - "BEHIND THE SCREEN"





MUTUAL

MUTUAL FILM CORPORATION

*Presents*

# CHARLIE CHAPLIN IN "EASY STREET"

The newest Mutual-Chaplin special. Playing to capacity business at theatres everywhere. Many theatres have booked "Easy Street" for *FOUR WEEKS STRAIGHT RUN*—and are playing to record business! See your nearest Mutual Exchange.

*Now Playing?* MUTUAL-CHAPLIN SPECIALS

"The FLOORWALKER" "ONE A.M."

"The FIREMAN" "The COUNT"

"The VAGABOND" "The RINK"

"The PAWNSHOP"

"BEHIND THE SCREEN"

"EASY STREET"





MUTUAL



Charlie Chaplin in  
"THE FLOORWALKER"

Charlie Chaplin in  
"THE FIREMAN"

Charlie Chaplin in  
"THE VAGABOND"

Charlie Chaplin in  
"ONE A.M."

Charlie Chaplin in  
"THE COUNT"



# Throughout The World Are Making Millions Laugh.

Mutual-Chaplin Specials stand supreme today throughout the world in the field of motion picture comedy. Nowhere in all filmdom are there comedies on which so much time, and thought and money have been spent. This is the most costly series of comedies ever released. Extreme care has been taken in its production. Cost has always been waived for *quality*. Ten comedies featuring the Mutual's \$670,000 per year comedian, are now available at Mutual Exchanges. Beware of violators! The *genuine* Mutual-Chaplin Specials are *only* released through the Exchanges of the Mutual Film Corporation in America.

## "The Floorwalker"

In which Chaplin burlesques the common, every-day happenings of a big department store.

## "The Fireman"

As a "smoke eater" Charlie is a 4-11 alarm. You can't go wrong by showing this one.

## "The Count"

Charlie takes a little flyer into high society, disguised as a member of the nobility.

## "The Pawnshop"

Chaplin finds innumerable things in a pawnshop with which to evoke laughter, and all are effective

## "Easy Street"

As the cop on the beat in the toughest section of the city Charlie scores new triumphs.

*Distributed Through The Exchanges Of The*  
**MUTUAL FILM CORPORATION**

*John R. Freuler, President*

EXECUTIVE OFFICES 220 S-STATE STREET, CHICAGO, U.S.A

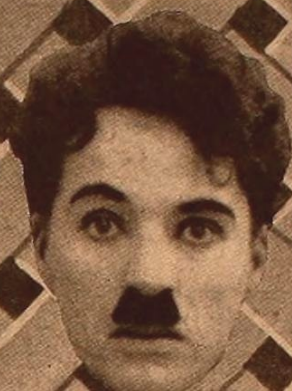




Charlie Chaplin in  
"THE PAWNSHOP"



Charlie Chaplin in  
"BEHIND THE SCREEN"



Charlie Chaplin in  
"THE RINK"



Charlie Chaplin in  
"EASY STREET"



Charlie Chaplin in  
"THE CURE"

# These Mutual-Chaplin Specials Have YOU Booked Them?

At any Mutual Exchange you can obtain the Mutual-Chaplin Specials listed below. If you haven't yet run them all, you should arrange to do so now. If you have played them once successfully, you have a chance again to pack your theatre by repeating them. Arrange to show them at regular intervals. They are now available for any theatre, anywhere. Write your nearest Mutual Exchange for complete details. All prints are practically new.

## "The Vagabond"

Smiles and tears are mixed in a wonderful fashion in this subject. Chaplin at his best.

## "One A.M."

The only time in his life that Chaplin worked throughout a whole picture unassisted. It's a solo number.

## "Behind the Screen" "The Rink"

A motion picture studio gives Chaplin innumerable opportunities and he takes advantage of them all.

Imagine Charlie on roller skates and you have a fair idea of the fun possibilities of this one.

## Coming: "The Cure"

April 16th is the release date of the next Mutual-Chaplin Special. "The Cure" is the title. A health resort the locale of the story.

*For Bookings On The Entire Series  
OF MUTUAL-CHAPLIN SPECIALS See  
Your Nearest Mutual Exchange.*





MUTUAL

MUTUAL FILM CORPORATION  
*Presents*

# CHARLIE CHAPLIN *in* "THE CURE"

Tenth and newest of the Mutual-Chaplin Specials. Depicting Charlie's visit to a health resort. His indulgence in the health-giving waters is hampered by a private stock of liquor he imports. The scenes in the "steam room" and the "massage department" will cure any grouch.

NOW BOOKING AT ALL MUTUAL EXCHANGES

"THE FLOORWALKER" - "THE FIREMAN" - "THE VAGABOND"  
"ONE A.M." - "THE COUNT" - "THE PAWNSHOP" - "THE RINK"  
"BEHIND THE SCREEN" - "EASY STREET" and "THE CURE"

*Released on Monday April 16th.*





**MUTUAL**



*The Newest Mutual-Chaplin Special is*

# **THE IMMIGRANT**

Ask Your Nearest Mutual  
Exchange for date of release



# Released OCT. 22



MUTUAL FILM CORPORATION

*Presents*

# CHARLIE CHAPLIN IN "THE ADVENTURER"

**MUTUAL-CHAPLIN  
SPECIALS NOW AVAILABLE**

"THE ADVENTURER"  
"THE IMMIGRANT"  
"THE CURE"  
"EASY STREET"  
"THE RINK"  
"BEHIND THE SCREEN"  
"THE PAWNSHOP"  
"THE COUNT"  
"ONE A. M."  
"THE VAGABOND"  
"THE FIREMAN"  
"THE FLOORWALKER"

The world-renowned comedian in a new role—one of a sort that he has never attempted before. New situations. New "business." New methods of provoking laughter. The inimitable Chaplin at his very best. In two hilarious acts. Released October 22nd. Arrange for this and eleven other Mutual-Chaplin Specials at your nearest Mutual Exchange.

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JOHN R. FREULER, President  
Exchanges Everywhere

## BOOK A CHAPLIN WEEK







# CHAPLIN--

NOW is the time to play  
and repeat on the master  
comedies of the world's  
greatest artist—the  
comedies made with  
unlimited facilities,  
unlimited purse and no  
padding—two full reels of  
box office value.

"THE FLOORWALKER"  
"THE FIREMAN"  
"THE VAGABOND"  
"ONE A. M."  
"THE COUNT"  
"THE PAWN SHOP"  
"BEHIND THE SCREEN"  
"THE RINK"  
"EASY STREET"  
"THE CURE"  
"THE IMMIGRANT"  
"THE ADVENTURER"

A special proposition for  
Your Theater NOW  
At the MUTUAL EXCHANGES





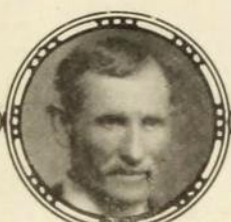
# 1918-23 - First National

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THESE ARE SOME OF THE

# A Million

## For only

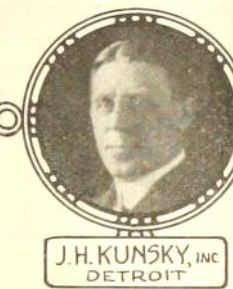
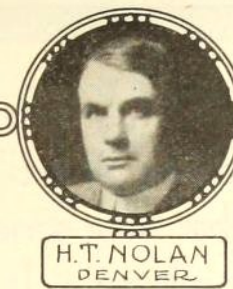
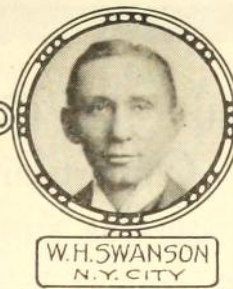
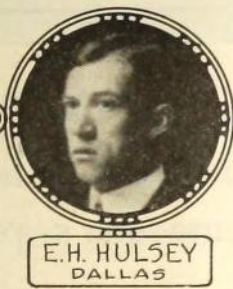
Mr. Exhibitor:

You want to hurry!

Get in touch with our member in your territory, and for the first time in the history of the business do business with one of yourselves—a fellow exhibitor.

### The First National Exhibitors'





EXHIBITORS WHO PAY

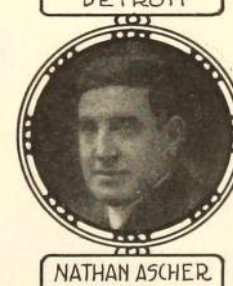
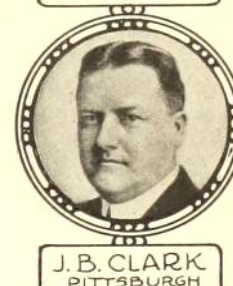
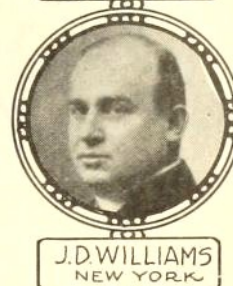
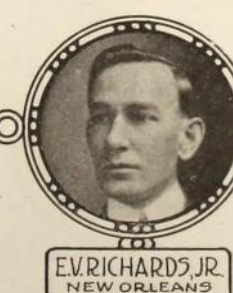
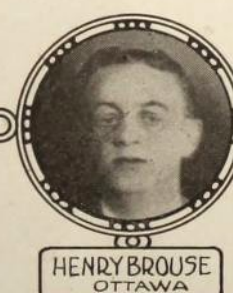
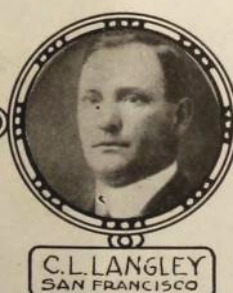
# To Chaplin

## 8 Comedies

Book the whole series, *now*  
before the clean-up starts.

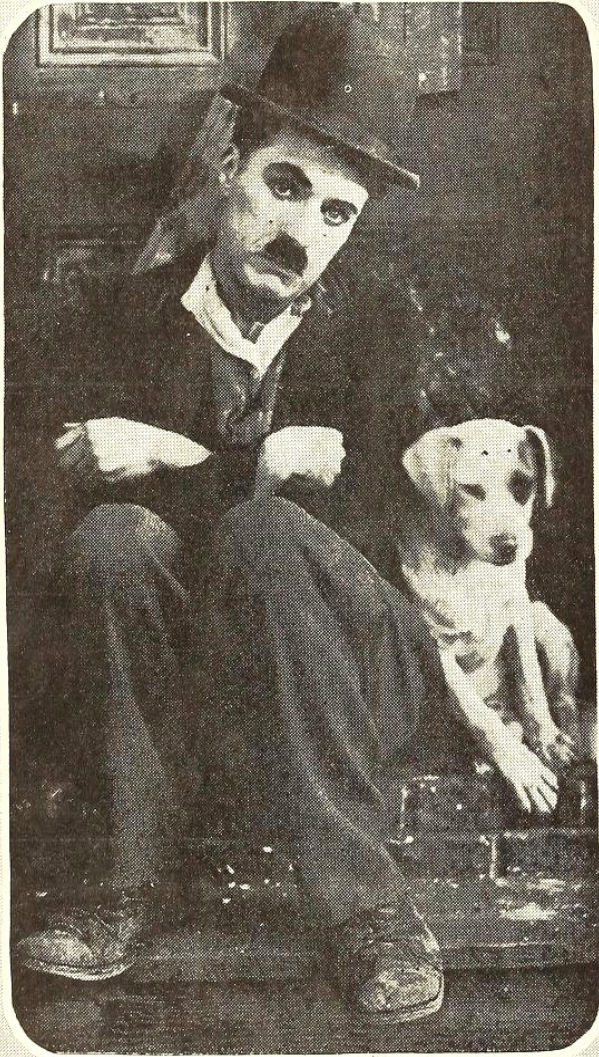
Chaplin is his own boss now. He doesn't have to rush his work—he will make 'em better—and funnier—which means more profit to all of us.

nit, Inc., 18 E. 41st St., New York





A "FIRST NATIONAL" ATTRACTION



"The One and Only"  
Chaplin has spent  
*more* time  
and *more* money  
on this release  
than any he has  
yet made.

*Charles*

In his First Million Dollar

# "A DOG'S

*'Twill rock the whole*

*Bookings at any  
First National Exhibitors'  
Circuit Exchange  
There is one near you*





He wants it to  
be his *supreme*  
effort  
a "Million Dollar"  
Production,  
worthy of the  
name.

*Chaplin*

"Signature Protected Picture"

**LIFE**™

First National Exhibitors'  
Circuit, Inc., General  
Offices 18 E. 41st Street  
NEW YORK CITY

*world with laughter*

The "NEWS" advertisers believe YOU worth while; justify them.





Think of the  
money this  
super-comedy  
will make -

**REELS**

Only 11 Short-Sub-titles

*Charles Chaplin in*

**A DOGS LIFE**



A  
"FIRST NATIONAL"  
ATTRACTION

THE MASTER WORK OF THE ACKNOWLEDGED  
GENIUS OF THE SCREEN

**First of his Million Dollar Series**

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# This wire from Charlie Chaplin needs no comment

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GEN MGR FIRST NATIONAL EXHIBITORS CIRCUIT  
SIX WEST 48 ST NEW YORK

CHARLIE CHAPLIN NEVER MADE PICTURE ENTITLED TRIPLE TROUBLE AS  
ADVERTISED FOR RELEASE IN TRADE REVIEW JULY 27TH THIS MUST BE  
A REHASH OF OLD STUFF WHICH HAS BEEN GIVEN A NEW TITLE YOU  
CANNOT DENY THIS TOO STRONGLY

JOHN JASPER MANAGER  
427AM



Distributors of  
Chaplin's New Signature  
Protected Comedies





Lickin' th' Huns a

*Charles Chaplin*

*in his second Million Dollar picture*

# "SHOULDER ARMS"

*A terrific 3-reel Assault  
on Prussian Militarism*

*o 'orrible!!*

Pre-release - - Oct. 20t  
Regular release - Oct. 27t



A FIRST NATIONAL ATTRACTION





t should be did!









THE ONE AND ONLY

# Charles Chaplin

IN HIS ONLY, NEWLY PRODUCED  
PICTURE SINCE "A DOG'S LIFE"

## "SHOULDER ARMS"

3 REELS

NOW BOOKING



A FIRST NATIONAL ATTRACTION





# CHARLIE AND "OLD BILL"

They have ushered in peace  
laughs and to the tune of g

BOOK "THE BETTER 'O  
FILM TO-D

## *The Best Criticisms Without Exception Ever Accorded a Motion Picture Feature by the New York Newspapers*

### **New York Evening World**

"The Better 'Ole" shown in motion pictures at the Strand while the play is still current on the speaking stage is as fine an example as one could wish for as to what can be done on the screen. It is one of the best motion pictures shown—if it may not be called the best. To miss seeing it is to miss a screen entertainment better than most of those bearing the "Made in California" stamp.

### **New York Evening Mail**

The film adds nothing to the sketchy string of

Bairnsfather cartoons in the way of romance, but them level as an appealingly human portrayal of Old Bill and his pals, as they were shown at the yesterday, made friends as quickly, or almost as with their audiences, as they do in the Coburn play at the Cort. The comedy situations were quickly "The Better 'Ole" is one of the few feature pictures over, that I have heard applauded in the movie indicating, I should say, that it has much the same of appeal as the play. And if it has that it is sure a success as it need be.

### **New York Evening Telegram**

"The Better 'Ole" as a photoplay has more value than the stage play. It has not lost any of the humor of the walrus moustached figure of "Old Bill" together with his satellites, Alf and Bert.

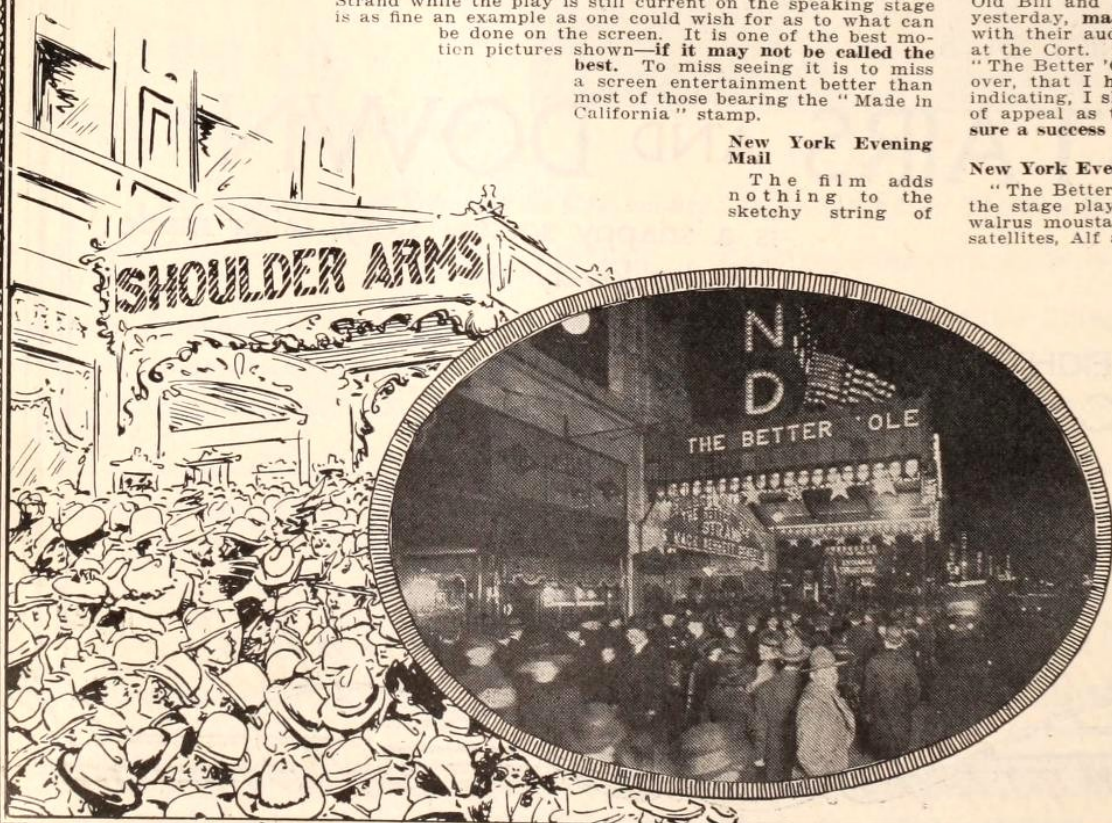
The story written around it is told with humor and a and wholly characteristic on the screen as on the stage. The acting is admirable. The picture will be thoroughly enjoyed by all who see it.

### **New York Times**

"The Better 'Ole" screen is still "The Better 'Ole." It has the unmistakable Bairnsfather's human humor. It gives what will be to the illuminating and thoroughly enjoyable picture of the life presented in his cartoons.

### **New York American**

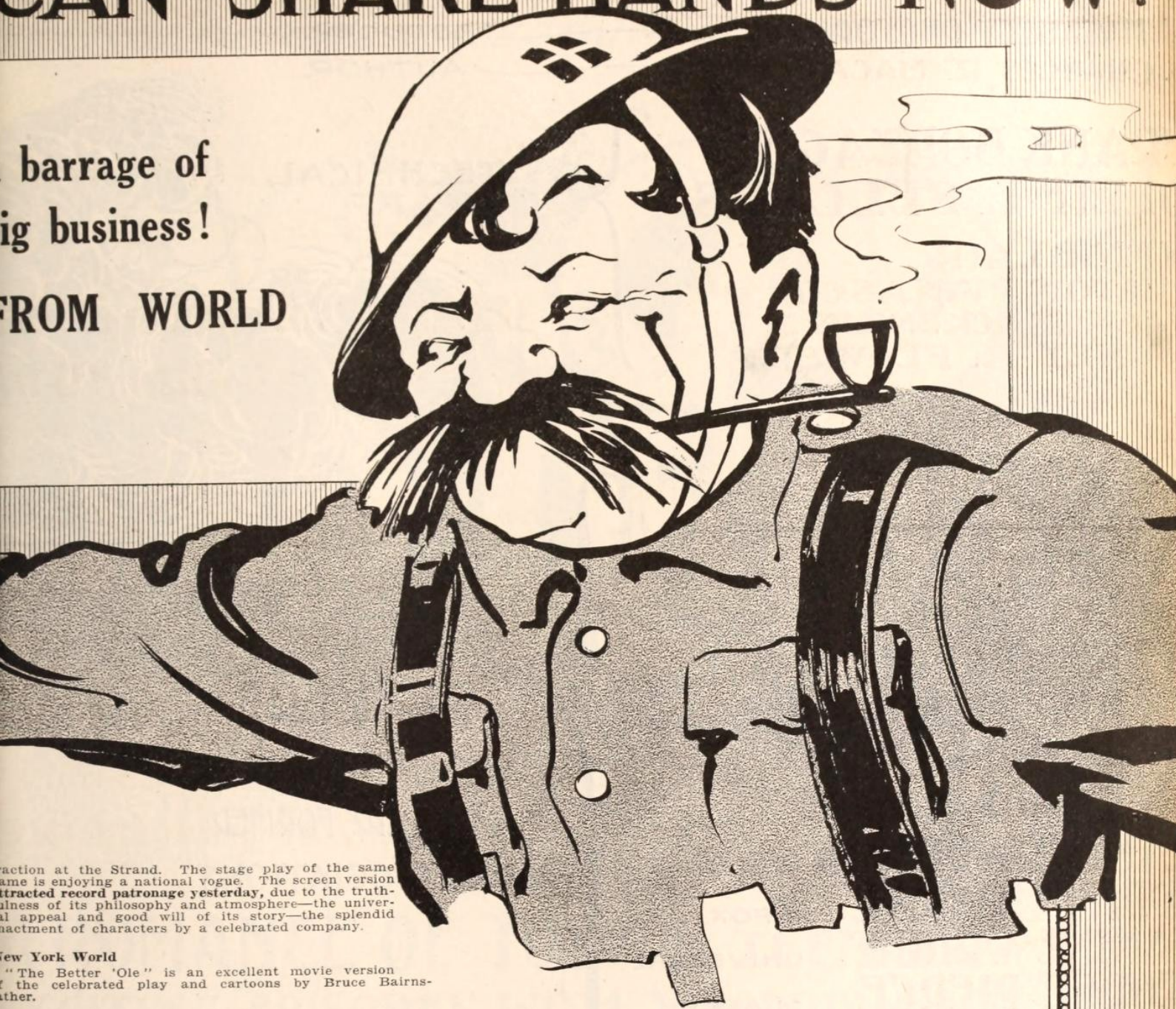
"The Better 'Ole," a play relating to Bruce Bairnsfather's famous cartoons, is the





# CAN SHAKE HANDS NOW!

barrage of  
big business!  
FROM WORLD



action at the Strand. The stage play of the same name is enjoying a national vogue. The screen version attracted record patronage yesterday, due to the truthfulness of its philosophy and atmosphere—the universal appeal and good will of its story—the splendid enactment of characters by a celebrated company.

#### New York World

"The Better 'Ole" is an excellent movie version of the celebrated play and cartoons by Bruce Bairnsfather.

#### New York Tribune

"The Better 'Ole" is attracting big crowds. It is as thoroughly as satisfactory as any portrayal of the Bairnsfather comedy could be. At any rate the people warmed into the Strand to see the picture and everybody seemed to be delighted with it. They applauded all during the performance whenever Bill scored a hit, sang a song, drew up a bridge or got decorated, and they applauded loudly at the finish. Especially when Alf's lighter finally performed the function for which it was designed.

#### New York Sun

The screen version of "The Better 'Ole" adapted by the Cinema Distributing Corporation and seen yesterday at the Strand makes it possible for the cartoon Iliad of the Great War to be doing business in three mediums simultaneously—on the screen—on the stage—and in the book stores. Charles Rock's Old Bill compares well with that of Charles Coburn, even to the artistic sincerity of grimy fingernails. The film adheres successfully to the play at the Cort except for the introduction of a poet—but when did poets ever matter in this world?

#### New York Journal of Commerce

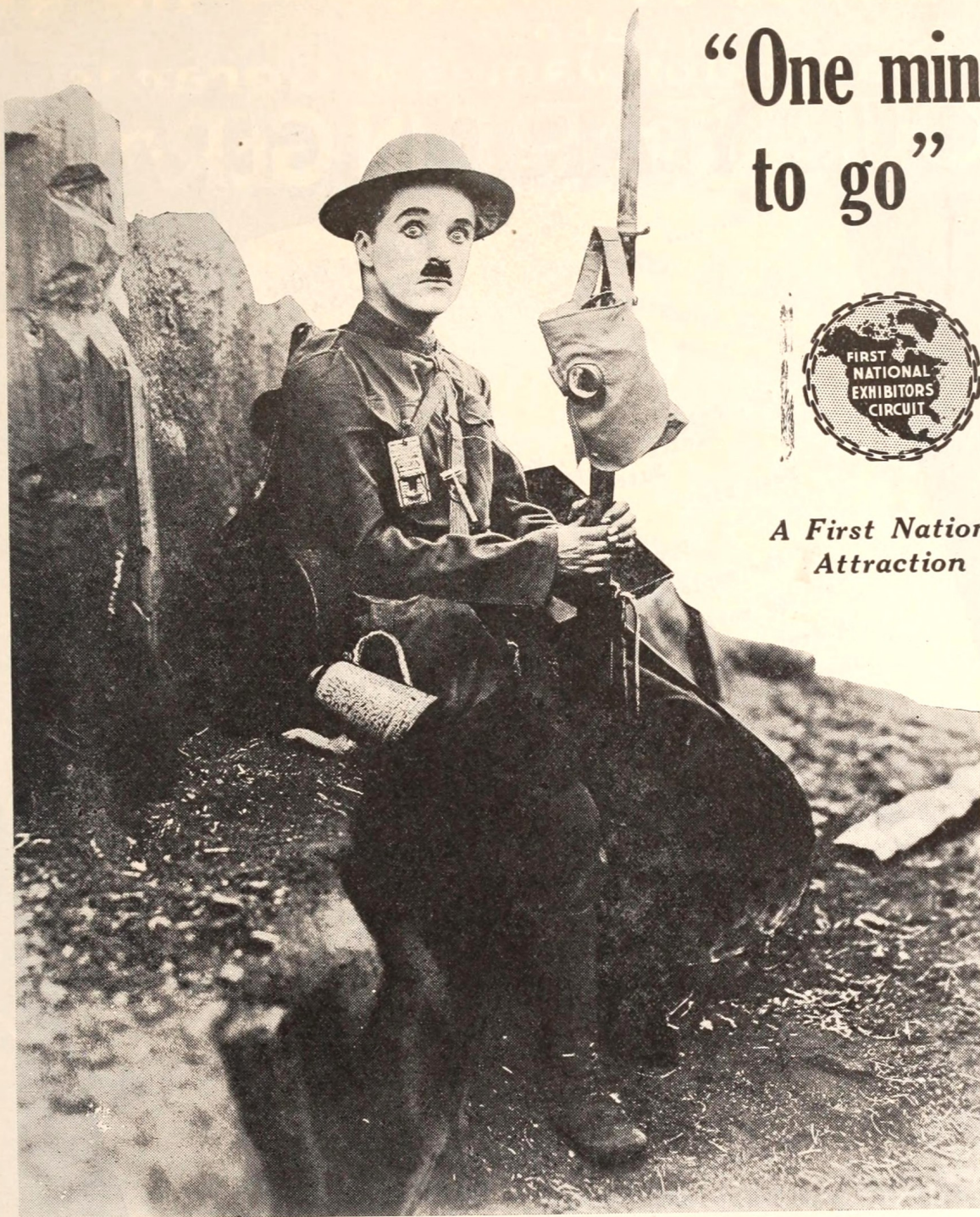
"The Better 'Ole" made a very strong appeal on the screen at the Strand at its initial showing this week. All of the lovable characteristics of Old Bill were effectively presented by Charles Rock. Arthur Cleave as the philandering Bert and Hugh Wright as Alf compared favorably with Mr. Coburn's companions in the stage version. Those who have enjoyed Bruce Bairnsfather's cartoons and character sketches on the stage will appreciate the little incidents and humorous bits that have been introduced into the screen story. No better screen entertainment has been presented at the Strand.

#### New York Telegraph

Bruce Bairnsfather's humorous inspiration is running at the Strand Theatre to crowded business. Old Bill, Alf and Bert belong among the immortals. The picture is admirably done and the types have stepped from the stage to the screen with no loss in humor or in faithfulness. The little jokes on red tape were much appreciated by the audience.

*Backed by the Greatest Advance Advertising Campaign in Feature History: We show you how to tie it all to your house with a single week's work.*





"One minute  
to go"



*A First National  
Attraction*

*Charles Chaplin*

In His Second Signature Protected  
Million Dollar Comedy Series

**"SHOULDER ARMS"**

The NEXT Genuine Chaplin Comedy

We have secured good advertisers to talk to YOU. Listen to them!





## Chaplin pulls New Stuff in "Sunnyside"

Chauffeurs the Cows, Mows the Floors, Entertains Woodland Nymphs

"New Stuff" is the best description of "Sunnyside." It is real comedy in the best sense, for there is a thread of pathos running through the story. Charlie appears in the character of the hired man of a small town country hotel and store. His manifold duties give ample opportunity for new and ingenious business.

The great comedian's latest offering is in three reels and will be pre-released at the New York Strand on June 21, the release dates throughout the country approximating the same date.

***Chaplin will make 5 more for us.  
He has made 3 in the past 18 months.***

A FIRST NATIONAL ATTRACTION





FIRST NATIONAL  ATTRACTIONS



## *How to*

- be happy though hired.
- win a maiden's love.
- chauffeur the cows.
- mow the floor.
- entertain beautiful fairies.
- lay fresh-fried eggs.
- cheat the alarm clock.

A vision of Farm Life  
as it should be.

# Charlie Chaplin

in his third Million Dollar Comedy

## “Sunnyside”

In 3 Reels

*Mr. Chaplin will make 5 more for First National.  
He has produced 3 in the past 18 months.*

Foreign Rights Controlled by WILLIAM VOGEL PRODUCTIONS, INC.  
Longacre Bldg., New York, N. Y.



All's Well  
with the World.

The Peace Treaty  
has been signed and

**Charlie Chaplin**

has given us

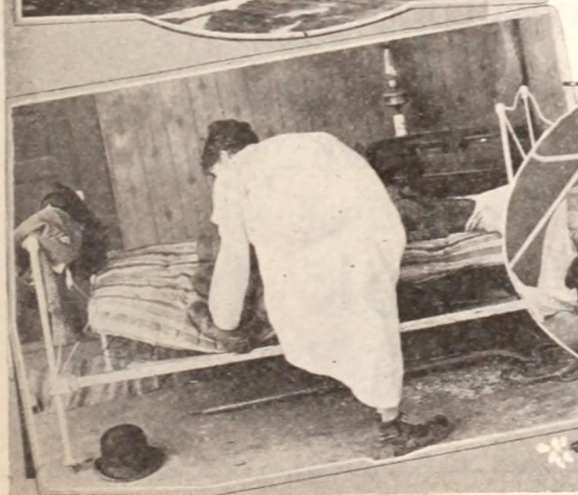
**"Sunnyside"**

to make us forget.

*3 Reels of New Fun*



Chaplin will produce  
**5 MORE**  
For First National





MONEY-MAKING  ATTRACTIONS

A FIRST NATIONAL  ATTRACTION



HIS THIRD MILLION DOLLAR COMEDY

*Stock cut from press sheet*

## 3 Reels of Chaplin Fun

What more can you  
ask for the benefit of  
your pocket book!



*You Know It! It's the one and only*

# *Charles Chaplin*

In his Fourth  
Million Dollar Comedy  
for First National

You'll say it's  
"A Day's  
Pleasure"  
when you  
see it

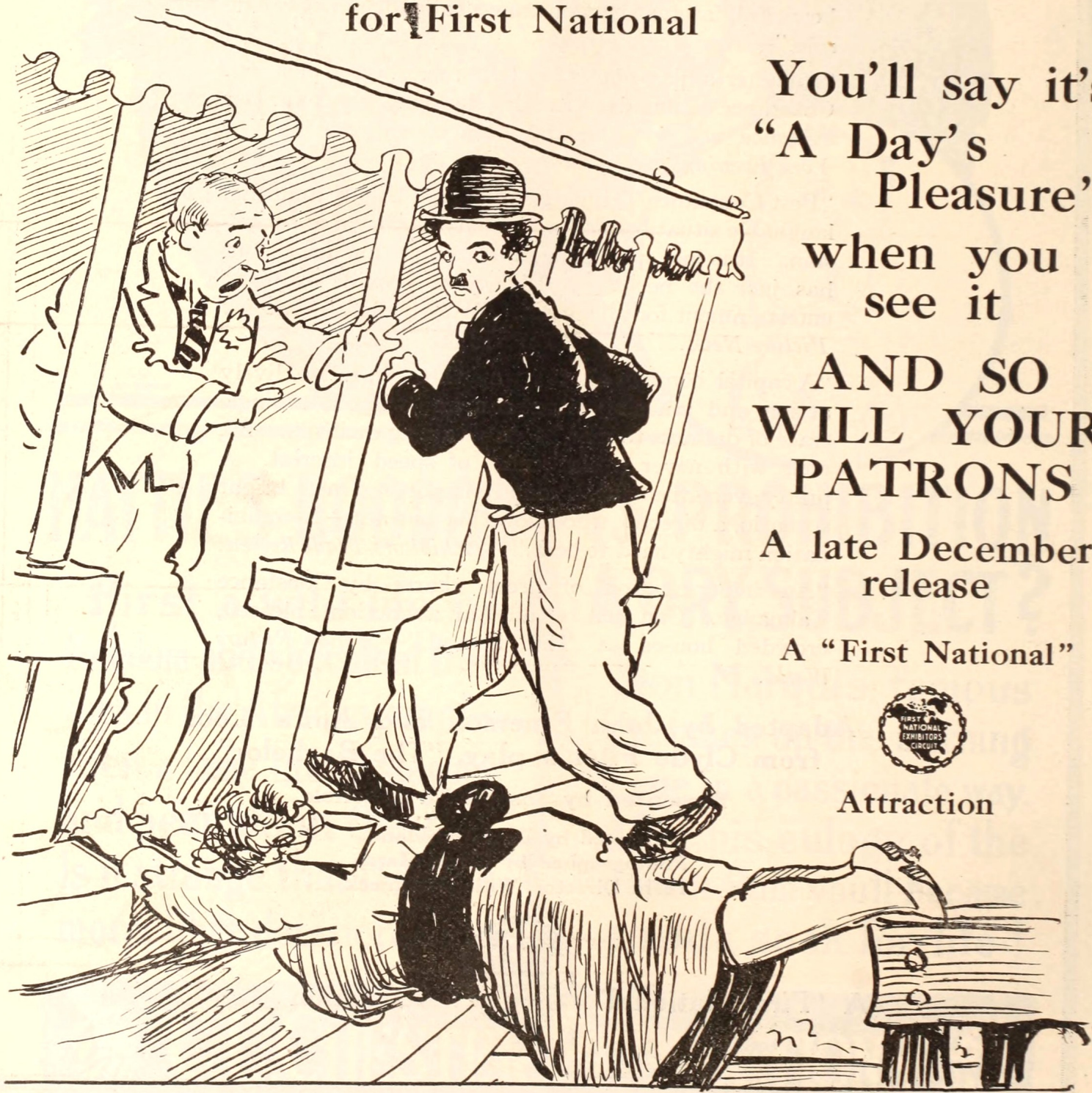
AND SO  
WILL YOUR  
PATRONS

A late December  
release

A "First National"



Attraction





*That's what it's called! That's what it is!*

## "A DAY'S PLEASURE"

The ubiquitous Charlie escapes from the cop and a sea of tar, flees over a handy gang plank and embarks on a sea of mirth. Just one of the screamingly funny incidents in his **NEWEST** comedy, which is a continuous laugh





# *Here He Comes And Going Some!*

The one and only



p r e s e n t s

his fourth and newest  
million dollar comedy  
for First National

## **"A Day's Pleasure"**

It has all the fun and  
sparkle of "A Dog's Life"  
and "Shoulder Arms"

A LATE DECEMBER RELEASE

*A Chuckle in Every Foot!*

A First National



Attraction



# You've Never Seen This One!

The one and only

## Charles Chaplin

in his fourth and  
newest million dol-  
lar comedy for  
First National.

### "A Day's Pleasure"

Charlie's got a brand  
new car and he's bring-  
ing your patrons a whole  
load of fun!

*He arrives with Santa  
Claus  
And he's got a package  
for you!*



A "First National"



Attraction



*Here He Is Again!*

THE ONE AND ONLY

*Charles Chaplin*

in his fourth and latest  
Million Dollar Comedy  
for First National

**“A  
Day’s  
Pleasure”**

A LATE DECEMBER  
RELEASE

*Don't Let the Explosion of Laughs  
Shake Your House Down. Put Up Stays!*

A “First National”



Attraction



# "The Greatest Comedy

**That's what every reviewer says and many say it is the greatest in entertainment ever presented**

## All Showmanship

It is only simple justice to congratulate Charles Chaplin on his four-fold role of producer, star, director and scenario writer and to assure the film world that "The Kid" is entitled to a place at the head of the Grade A Chaplin releases.

"The Kid," long expected, is worth every second of the waiting. The Charles Chaplin six-reel feature will receive a rousing welcome from public and exhibitors.

"The Kid" is all showmanship. It will delight the boys and girls and their mothers—after their fathers have sampled the picture for themselves and put up the money for a treat for the rest of the family.

—*Moving Picture World.*

## Will Live Forever

"The Kid" is worth waiting for.

It is Chaplin's best picture.

It will live when other pictures have died. Its pathos is universal in its appeal; its humor is classic.

We think that he is a humanitarian. He understands the hearts of the irresponsibles, the children and the willing failures of the world. Even the broadest humor of "The Kid" is touched by the whimsical and the pathetic.

The joys of "The Kid" cannot be catalogued. They must be seen.

Chaplin's co-star is little Jack Coogan, the most delightful child on the screen. Jack is a miniature Chaplin. Some very fine acting also is done by Edna Purviance, who beats the emotional actresses at their own game.

—*Morning Telegraph.*

## Will Set New Records

Chaplin's "The Kid" lives up to expectations which is saying considerable. Perhaps no picture has ever been ushered into official being with so much to recommend it from an exhibitor's standpoint.

It is actually a drama, developed with a splendid lot of highly original and absolutely new incidents, played in an exaggerated tempo with such skill, not only by the star, but the entire supporting cast that the result is a high class comedy.

Mr. Chaplin and his principal comedy assistant, the child player, Jackie Coogan, earn their laughs by legitimate methods.

There is no doubt that "The Kid" is going to receive the attention of the entire picture-going public and if it doesn't set new box-office records our judgment is badly at fault.

—*Motion Picture News.*

## Chaplin's Greatest

"The Kid" leaves little room for argument; there will be few if any who will not regard it as one of the greatest box office attractions since the commencement of pictures. It is that type of picture that can return again and again.

"The Kid" is an extraordinary medley of pathos and humor, accomplishing in no uncertain manner an amount of strength and heart interest that is seldom seen. It is unlike anything that has ever previously been done. It fits under no known classification. It stands alone. Unless all indications fail, this Chaplin feature will be a sensational box office attraction, winning and holding the public's favor for many a year.

Jackie Coogan, that delightful youngster, registers so convincingly that many will acclaim him the real star of the play. The little fellow's scenes are certainly surefire. Of considerable pictorial importance is Miss Edna Purviance who is exceedingly beautiful. It is probably the finest work of her career.

The public will in turn laugh and weep and as the final is flashed on the screen they will regret that the picture is ended—which to our mind is just about the acid test of a great picture.

Chaplin returns to the screen in his greatest picture, great as a comedy and great as a drama. In it he is a master of dramatic as well as comedy situations.

"The Kid" hits the bull's-eye as a box-office attraction.—*Exhibitor's Herald.*

## A Knockout

"The Kid" is a knockout.

That's all. This tells the story in a nutshell.

If you don't get this—it's your own funeral. Because it's all THERE anywhere you look at it.

The story is there with a wallop. A synopsis cannot begin to do justice to the innumerable bits of real humor, of real comedy, that, interspersed as they are, contribute to making this one of the greatest pictures you ever had a chance to book.

Little Jackie Coogan is "The Kid." A newcomer with a real personality, he is immense. Edna Purviance has a mighty good part, and Charlie—well, he is the same old irresistible laugh maker that he has always been.

—*Wids.*

# One of the Big Five Productions

*Play it in*

# A Grand Pictures Season

**A Powerful Reason Why**

*There'll be a Franchise everywhere*



# Ever Screened"

*Charles  
Chaplin*

in

## "THE KID"

Written and directed  
by Charles Chaplin

### 6 reels. of joy



A FIRST NATIONAL ATTRACTION





W. B. Sweezy, Dortha Theatre, Manville, Wyo.—

"Exhibitors can not go wrong on any First National pictures"

THAT'S ANOTHER REASON WHY.



*There'll be a Franchise everywhere*

# Charlie Chaplin Went to Heaven

and he brought back

## A Bit of Heaven for the Exhibitor

*You'll find heaven in the picture and you'll find it in your box-office—right now when it comes in mighty handy. No one need tell you how Chaplin will draw the crowds, but we will tell you it is unquestionably his greatest picture, and the greatest comedy ever produced.*

*Charles Chaplin*

in

### "THE KID"

Written and Directed by Charles Chaplin

### 6 Reels of Joy

It broke all records at the New York Strand the first week. It's doing just as well the second week, but no better, for the simple reason that the theatre won't hold any more.

**Another Echo of the Big 5**  
*and another reason why*

*There'll be a Franchise everywhere*





# Calls It Funnier Than "The Kid"

The Cleveland *Press* in an editorial on "The Idle Class" and Heywood Broun's tribute to the genius of Charles Chaplin has this to say:

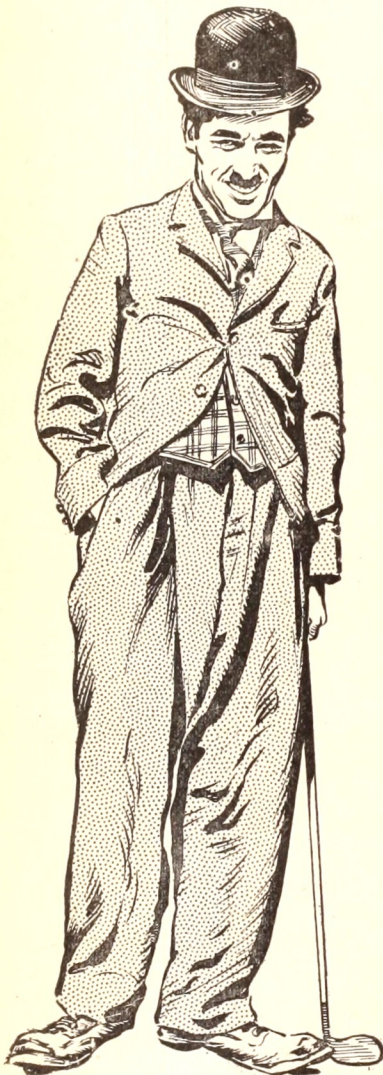
"HEYWOOD BROUN'S play comments seem to us the soundest and most interesting printed in New York. So we quote what he has to say in the *World* about Charlie Chaplin, after seeing that comedian in his newest, 'The Idle Class.'

"Broun says, 'If we may begin to lay bets in an effort to pick some particular man of our generation who will later on be called a genius, we should like to back Chaplin.'

"Finally, writing of a situation at the end of the two reels, he says, 'The moment flashes like a blue spark. A complete and perfect effect is finished in an instant. And in that instant anybody who has eyes to see ought to know that he is watching one of the great artists of the world.'

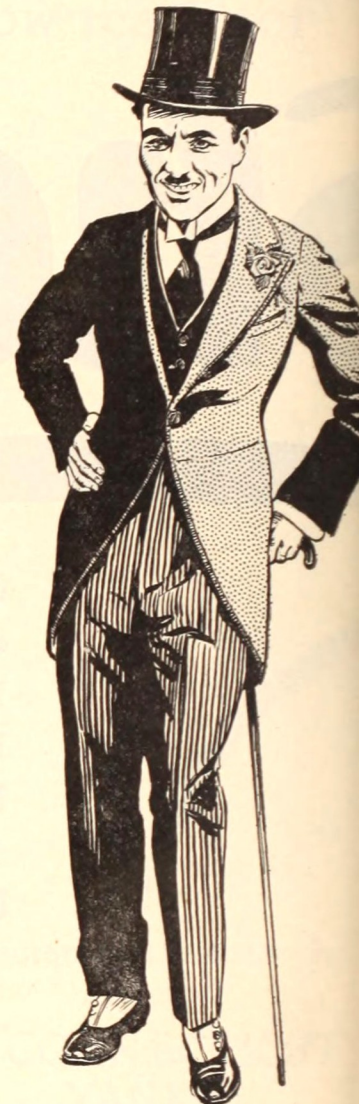
"We endorse that after seeing this newest comedy, 'The Idle Class.'

"This picture is funnier than 'The Kid.'"



Charles Chaplin  
you'll see him double in  
**THE IDLE CLASS**

Written and directed by Charles Chaplin



A FIRST NATIONAL



ATTRACTION



# Biggest Crowds of Critics Call 'Pay Day'

Joseph Plunkett, managing director of the big Broadway house, said there hadn't been such vast throngs crowding the Strand this year — nor had he seen such delighted audiences.

The S. R. O. signs were up, and the crowds lined up for a block trying to get in. The police had all they could do to keep traffic open.

## Charlie Chaplin

*did it—with*

# PAY DAY

Written and directed  
by Charles Chaplin

A First National Attraction



## Yep! You Can Bet That 'Pay Day'



# Year at N. Y. Strand

# Chaplin At His Best

Every New York Critic unites  
in praising latest Chaplin film

## NOTHING FUNNIER THAN "PAY DAY"

"Chaplin out-Chaplined himself. Nothing funnier."—*New York Journal*.

## ONLY CHAPLIN COULD DO IT

"Screamingly funny—such as only Charlie himself could think of. You'll laugh till you swallow your teeth. Chaplin is still inimitable."—*New York Sun*.

## COULDN'T ASK FOR ANYTHING FUNNIER

"Add Chaplin's personality to the glorious subject of pay day and you could not ask for anything funnier or more pleasing."—*New York Evening World*.

## CHAPLIN AT HIS BEST AND HE IS SUPREME

"Chaplin is the supreme comedian. There is only one Chaplin. He is a supreme artist—he is great. He not only makes you laugh but he touches a responsive chord in the soul. 'Pay Day' is uproarious. It is Chaplin at his best. To say more is to paint the lily."—*New York Evening Mail*.

## ENOUGH FUN FOR 10 REELS

"Enough in these two reels for 10 or more for most comedians. Such a human quality in it, such a wealth of laughter the frostiest patron thaws."—*New York Evening Telegram*.

## BEST BRAND OF LAUGHS EVER

"The best brand of laughs the market has to offer. The average star in 10 reels yields no more than Chaplin does in two."—*New York American*.

## CROWDS BIGGER THAN CAPACITY

"A continuous riot of laughter. The people trying to get in considerably outnumbered the capacity of the Strand."—*New York Globe*.

## ONLY SORRY IT WASN'T LONGER

"Short and snappy—in fact too short. We were sorry there was not more. Shouts of delight went up at the Strand and children danced in the aisle."—*New York Daily News*.

## CHAPLIN IS GREAT GENIUS

"One runs the danger of getting appendicitis from laughing. Chaplin is unquestionably a genius."—*New York Herald*.

## COPS CALLED TO OPEN TRAFFIC

"You can go early but you won't avoid the rush. The public is falling over itself in trying to get in. It took the best efforts of the traffic cops to keep passers-by moving. The picture is filled with new stunts that nobody ever thought of before. Don't miss it."—*New York Tribune*.

## PATRONS SCREAMED AT FUNNY STUNTS

"They screamed at the stunts at the Strand."—*New York World*.

## ONE OF CHAPLIN'S BEST COMEDIES

"An event in the motion picture world. 'Pay Day' is one of his best."—*New York Times*.

## NO ONE IS SO AMUSING

"No one so amusing as Chaplin in 'Pay Day.'"—*New York Telegraph*.



# Is Here for Every Exhibitor





## “Chaplin as Fans Like Him Best!”

—*Motion Picture News.*

All the trade experts agree that this is one of his top-notchers. Read 'em and book it!

“‘Pay Day’ is Chaplin as the Chaplin fans like him best. Twenty-five minutes of excellent entertainment. It is Chaplin from beginning to end and the fans will welcome it with delight.”—*Motion Picture News.*

“You’re going to fight to get this one. Replete with roof-lifting laughs from start to finish. The pinnacle of comedy achievement. The public will laugh itself weak.”—*Moving Picture World.*

“Twenty-five minutes of rollicking fun and rapid action. It keeps the audience rocking in a continual gale of laughter. It’s a money maker for exhibitors everywhere.”—*Exhibitors Trade Review.*

“Once more Chaplin proves himself the king of comedians in a two-reeler that has all the drawing power of a feature and ‘then some,’ as far as the box office is concerned. ‘Pay Day’ is in a class with ‘Shoulder Arms’ and ‘The Kid.’ If you have been feeling downhearted, if the coffers are empty and the box office looks blue—cheer up. Here’s another Chaplin picture that will swell the receipts and make everybody happy.”  
—*The Film Daily.*

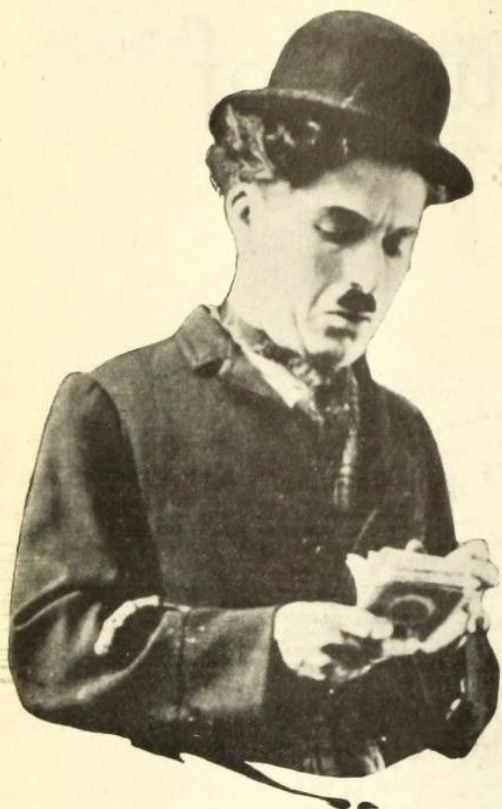
## Charles Chaplin in “P A Y D A Y”

Written and directed  
by Charles Chaplin



A F I R S T N A T I O N A L A T T R A C T I O N





## "Pay Day" Held <sup>2</sup><sub>x</sub> Second Week at the N. Y. Strand

Crowds packed Broadway  
house to capacity all last  
week to see

## CHARLES CHAPLIN

in his latest comedy. So many were turned away, Managing Director Joseph Plunkett held it over at special request. *And it's packing them in just as thick this week.* The critics of both the daily and trade press call it Chaplin at his best—Written and directed by Charles Chaplin.

A First National Attraction

# Play Day is Pay Day!





Here's the biggest box office news  
in months — why say more?

Released

about

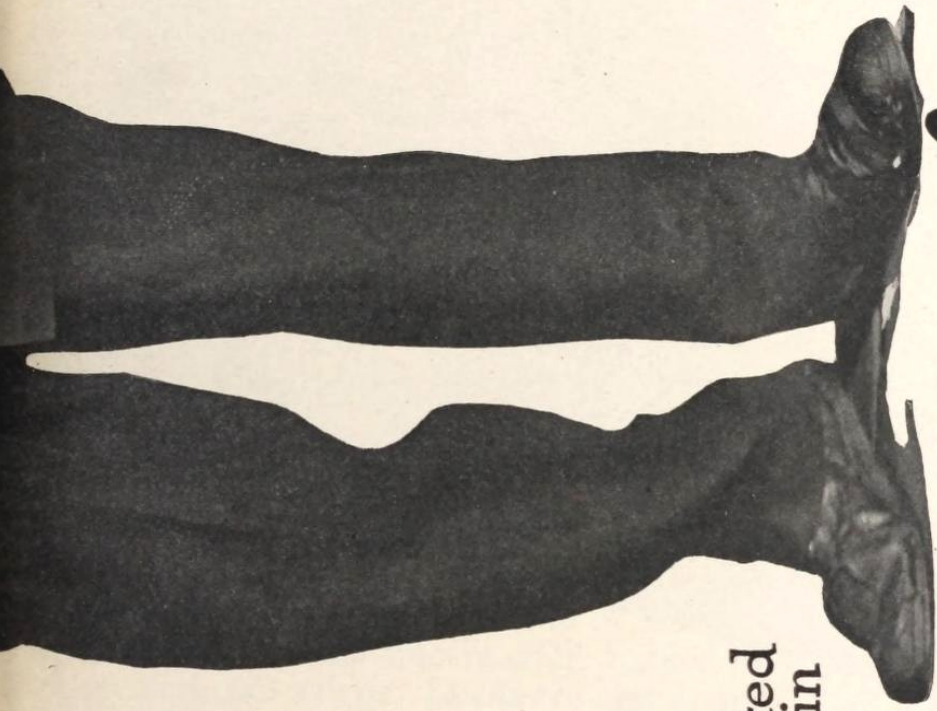
FEB. 26

4 Reels

His second  
feature length  
production







Written and Directed  
by Charles Chaplin

# Charles Chaplin in "THE PILGRIM"

The tale of an escaped prisoner who swiped a parson's clothes.  
A First National Picture



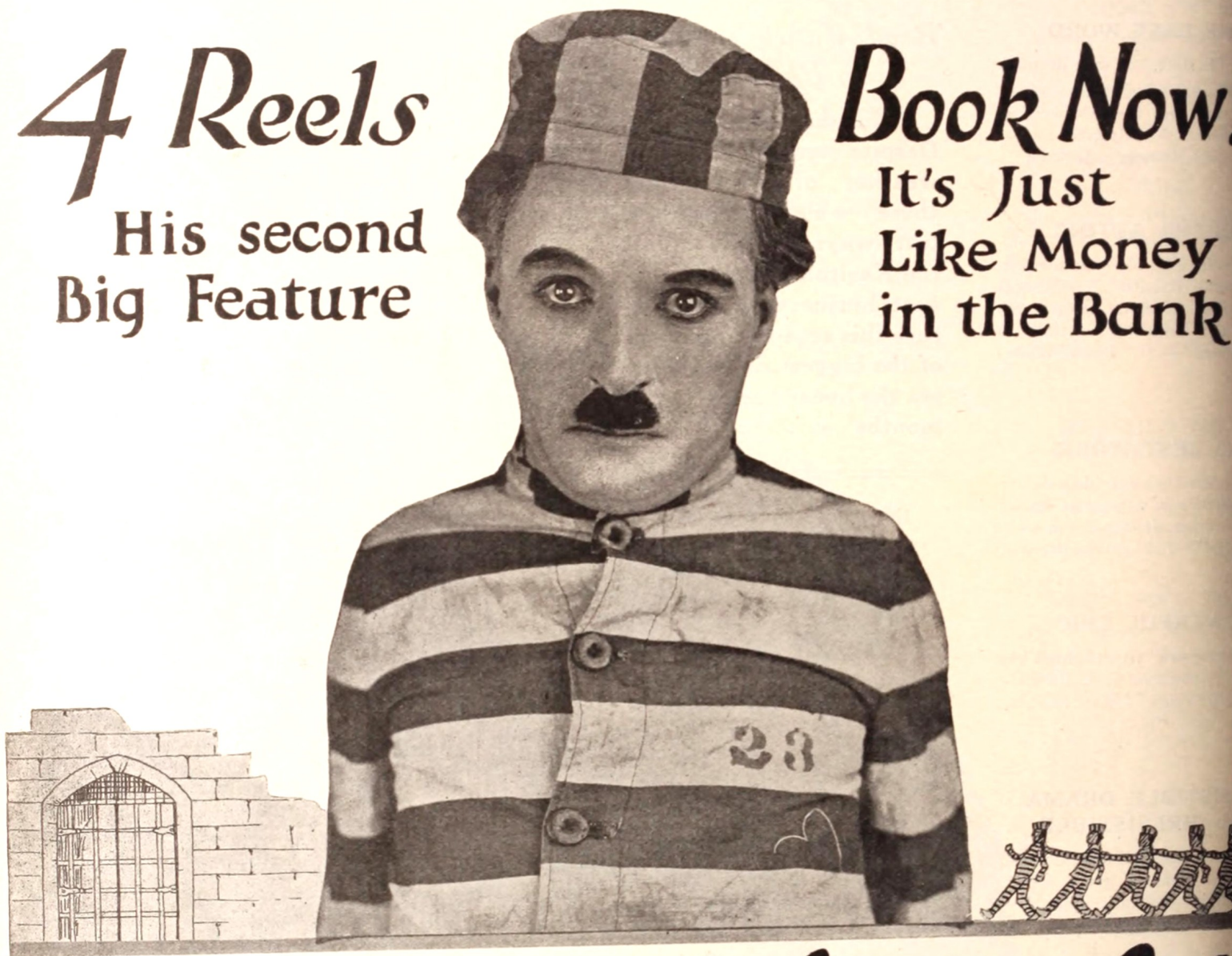
# *He'll Steal Every Heart!*

## *4 Reels*

His second  
Big Feature

## *Book Now*

It's Just  
Like Money  
in the Bank



# *Charles Chaplin* in **"THE PILGRIM"**

*Written and Directed by Charles Chaplin*

*Foreign Rights Controlled by*  
WILLIAM M. VOGEL, 130 W. 46 St. New York City  
**A First National Picture**





# Critics Call It Chaplin's Best! Held for 2nd Week at N. Y. Strand!

## Thinks It Heaven

"Our idea of Heaven would be a place where everyday we could see a new comedy written and directed by Charlie Chaplin. Situations in 'The Pilgrim' seemed to us as funny as anything we ever saw. No comic pantomime better than his David and Goliath."—*Cleveland Press*.

## Will Delight You

"Pure farce, pointed satire, sentimental touches and bounding horseplay are mixed together for your delight."—*New York Times*.

## Screamingly Funny

"It is screamingly funny. We howled, we roared, we slapped our sides."—*New York Daily News*.

## Nothing Better

"It is incredibly funny—as vitally laughable as anything ever written or said. Please don't miss it."—*New York Herald*.

## Best of All

"We liked it better than almost any of his other pictures, one of the funniest things we ever saw and we laughed so loud we would have been ashamed if the man behind us had not drowned our merriment with his loud guffaws."—*New York Tribune*.

## A Knockout

"Everyone in the theatre let himself go until the steel girders began to buckle outward. Should prove a knockout."—*New York American*.

## Exceeds Imagination

"In 'The Pilgrim' even the most ludicrous inventions of the imagination are exceeded. Of all the acting Chaplin has ever done, the delivery of the sermon is the most incomparable."—*New York Evening Telegram*.

## A Master

"Chaplin again proves himself the master pantomimist."—*New York Evening*.

## His Funniest

"The funniest film Chaplin has made. The audience reached a saturation point of convulsion. It is almost too amusing. Go to the Strand right away and have one of the heartiest laughs of your life."—*New York Sun*.

## Best Ever

"As engaging an example of his pantomimic art as anything he has ever done before. Keeps the audience rocking with laughter."—*New York Journal*.

Foreign Rights Controlled  
by William M. Vogel, 130  
West 46th Street, New York

4 BIG REELS  
BOOK NOW 4



Charles  
Chaplin  
in  
"The Pilgrim"

\$1000 REWARD—  
ESCAPED CONVICT



He Steals—

- out of jail!
- a parson's clothes!
- a pulpit!
- a girl's heart!
- a thousand laughs!
- and he'll steal the heart of your patrons!

Written and  
Directed by  
Charles Chaplin



A First  
National  
Picture

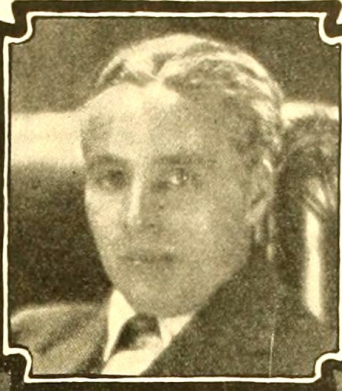
A Bit of Heaven for the Box Office



# 1923-52 - United Artists

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# "A WOMAN OF PARIS"

A DRAMA OF FATE

*featuring*

*Edna Purviance*

*Written and Directed by*

## CHARLES CHAPLIN



### *Declares Chaplin's Film Unbeatable*

"We find the best is none too good for 'A Woman of Paris.' For lack of a better word, we use the strongest that suggests itself—'A Woman of Paris' is simply unbeatable. Here and there the inimitable Chaplin comic touch creeps in, fittingly and naturally."—R. G. Welsh, N. Y. Telegram.

#### NOW BOOKING

UNITED ARTISTS CORPORATION

Mary Pickford

Charles Chaplin

Douglas Fairbanks

D.W. Griffith

Hiram Abrams, President





# "A WOMAN of PARIS"

A DRAMA OF FATE

*featuring*

*Edna Purviance*

*Written and Directed by*

**CHARLES CHAPLIN**

*hc*



## "The Public Will Fight To See This"

"There is no doubt that the public will fight their way in to see this production—and they will not be disappointed," says Martin J. Quigley, in Exhibitors Herald. "'A Woman of Paris' is a distinguished subject. There are marvelous touches of humor, pathos and subtle allusions which have set the Chaplin comedy pictures apart from all other kinds of pictures the world over. It is all handled in a manner as unusual as the world famous genius of Chaplin himself."

**NOW BOOKING**  
**UNITED ARTISTS CORPORATION**

Mary Pickford Charles Chaplin  
Douglas Fairbanks D.W. Griffith  
Hiram Abrams, President





**"Finest of Year!"**  
**"Marvelous!"**

"Without a moment's hesitation we declare 'A Woman of Paris' the finest piece of filmery of the year. Marvelous!—Well, that is not half enough to say about it. The subtleness of humor, and grimness of tragedy, all prove the genius of the artist."—Irene, N. Y. Daily News.

"Artistically considered, the most satisfactory drama witnessed in the New York theatres."—Burton Rascoe, N. Y. Tribune.

# "A WOMAN of PARIS"

A DRAMA OF FATE

*featuring*

*Edna Purviance*

*Written and Directed by*

## CHARLES CHAPLIN

**NOW BOOKING**

**UNITED ARTISTS CORPORATION**

*Mary Pickford*

*Charles Chaplin*

*Douglas Fairbanks*

*D.W. Griffith*

*Hiram Abrams, President*





# "A WOMAN of PARIS"

A DRAMA OF FATE

*featuring*

*Edna Purviance*

*Written and Directed by*

## CHARLES CHAPLIN

*"Perfect Motion Picture;  
No One Should Miss It"*

"Charles Chaplin has made the perfect motion picture—at least it is our idea of the perfect picture. The story is fascinating, and is humanly done."

"No one should miss it."

"Edna Purviance is splendid, and Adolphe Menjou never equalled his portrayal. The entire cast is perfect."—Harriette Underhill, N. Y. Tribune.



NOW BOOKING

UNITED ARTISTS CORPORATION

Mary Pickford Charles Chaplin  
Douglas Fairbanks D.W. Griffith  
Hiram Abrams, President



# "A WOMAN of PARIS"

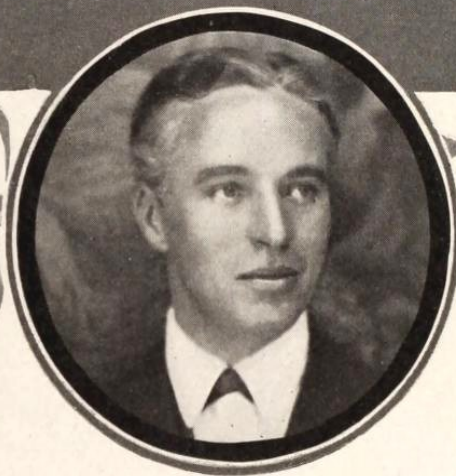
A DRAMA OF FATE

featuring

Edna Purviance

Written and Directed by

## CHARLES CHAPLIN



*"Grips Without A Lariat,  
Holds Without Extra Mob"*

" 'A Woman of Paris' grips without using a lariat, and holds without spectacular sets or an army of extras. There's a story that is as thrilling as the first day it ever was enacted. Chaplin has given us something to be cinematically thankful for. He has told a big, gripping story in the simple words of a first reader."—Don Allen, N. Y. Evening World.

**NOW BOOKING**

**UNITED ARTISTS CORPORATION**

Mary Pickford

Charles Chaplin

Douglas Fairbanks

D.W. Griffith

Hiram Abrams, President





# "A WOMAN of PARIS"

A DRAMA OF FATE

*featuring*

*Edna Purviance*

*Written and Directed by*

## CHARLES CHAPLIN



*"Phenomenal Business,"  
San Francisco Report*

"San Francisco on Saturday and Sunday more than confirmed our judgment that prompted us to take the unprecedented step of playing Charles Chaplin's

*"A Woman of Paris"*

simultaneously in two San Francisco leading theatres, the California and the Granada, with combined capacity of 5,500 seats," telegraphed J. A. Partington, general manager, to Hiram Abrams, president of United Artists Corporation.

"The business was absolutely phenomenal, and midnight performances were necessary in both theatres. Newspaper critics and audiences were extremely complimentary in their expressions of opinion."

NOW BOOKING  
UNITED ARTISTS CORPORATION  
Mary Pickford Charles Chaplin  
Douglas Fairbank D.W. Griffith  
Hiram Abrams, President





# "A WOMAN of PARIS"

A DRAMA OF FATE

featuring

*Edna Purviance*

*Written and Directed by*

## CHARLES CHAPLIN

*"Takes Its Place Among  
New Things Of Screen"*

"Charles Chaplin in 'A Woman of Paris' proves beyond doubt that he can take a story of simplicity, usualness and human flavor, and make of it a film that easily takes its place among the new things of the screen. You laugh at the gentle comedy and you disguise a furtive tear at the pathos. It is logical. It is natural."

—Alan Dale, N. Y. American.

NOW BOOKING

UNITED ARTISTS CORPORATION

Mary Pickford

Charles Chaplin

Douglas Fairbanks

D.W. Griffith

Hiram Abrams, President







# "A WOMAN of PARIS"

A DRAMA OF FATE

featuring

*Edna Purviance*

Written and Directed by

**CHARLES CHAPLIN**

*"The Best Picture Of  
This Or Any Month"*

Laurence Reid, picture reviewer for Classic, selects Charles Chaplin's "A Woman of Paris" as the "best picture for this or any other month."

"For simplicity of treatment, for rich and rare suggestions, it is the greatest picture ever made."

"'A Woman of Paris' is a rare achievement—the biggest milestone in filmdom. It stands out like a beacon in a sea of film flotsam."

**NOW BOOKING**

**UNITED ARTISTS CORPORATION**

Mary Pickford

Charles Chaplin

Douglas Fairbanks

D.W. Griffith

Hiram Abrams, President





# NOW BOOKING

HIRAM ABRAMS, President of the United Artists Corporation, announces that BEGINNING IMMEDIATELY, the forthcoming Charlie Chaplin Comedy will be sold in all territories.

This is undoubtedly the greatest Charlie Chaplin Comedy ever produced.

# Charlie Chaplin in "The Gold Rush"

## UNITED ARTISTS CORPORATION

Mary Pickford

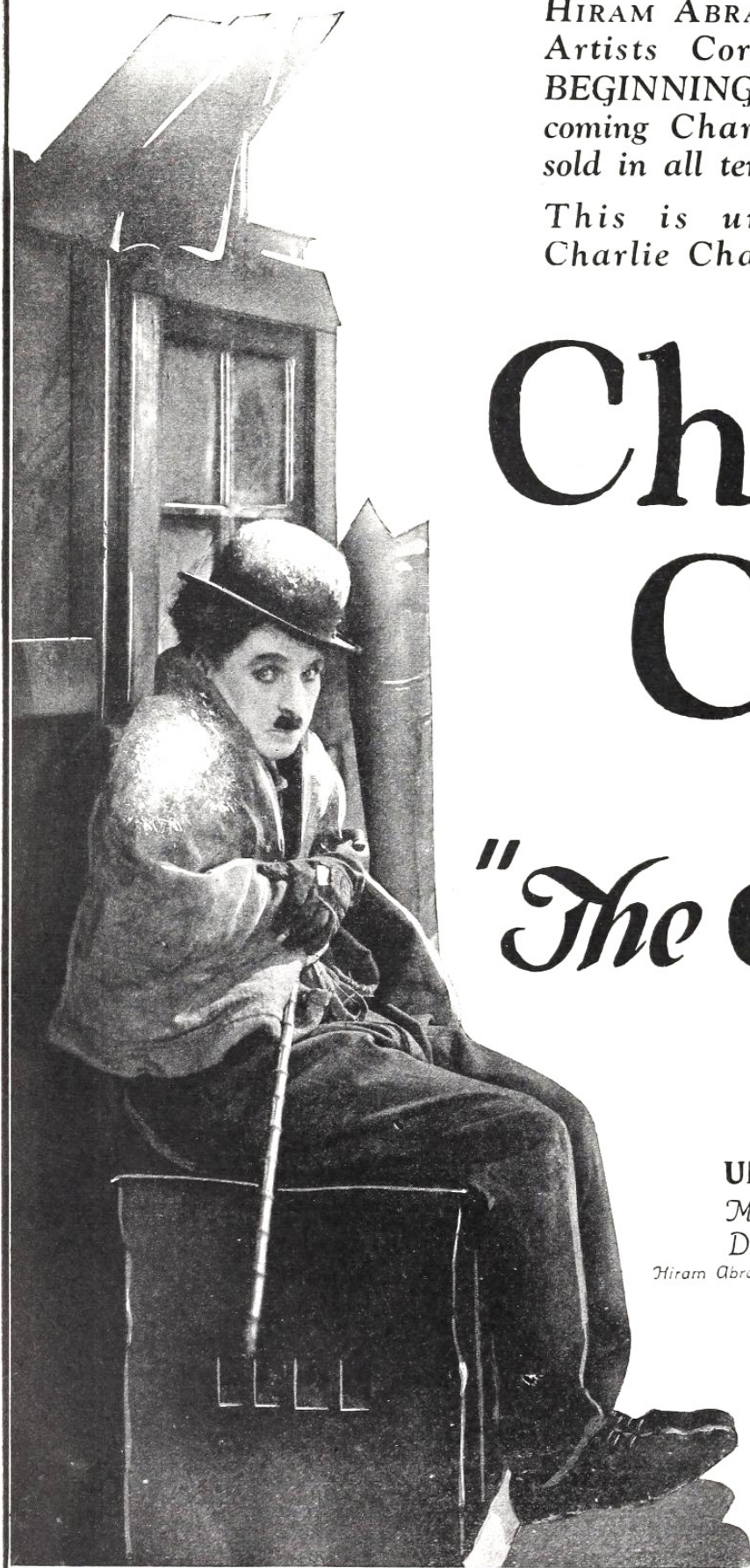
Charles Chaplin

Douglas Fairbanks

D.W. Griffith

Hiram Abrams, President.

Joseph M. Schenck, Chairman, Board of Directors.





# Now Booking



## CHARLIE CHAPLIN

*in*

## *"The Gold Rush"*

THE GREATEST CHAPLIN COMEDY  
EVER PRODUCED

UNITED ARTISTS CORPORATION

Mary Pickford

Charles Chaplin

Douglas Fairbanks

D.W. Griffith

Hiram Abrams, President.

Joseph M. Schenck, Chairman, Board of Directors.





# CHARLIE CHAPLIN

in

## "The Gold Rush"

Release Date - August 16<sup>th</sup>

UNITED ARTISTS CORPORATION

Mary Pickford

Charles Chaplin

Douglas Fairbanks

D. W. Griffith

Hiram Abrams, President.

Joseph M. Schenck, Chairman, Board of Directors



# CHARLIE CHAPLIN

IN

## "THE GOLD RUSH"

*A Dramatic Comedy  
written and directed  
by Charlie Chaplin*

### "Gold Rush" Breaks Records of 17 Years

"Charlie Chaplin's 'The Gold Rush' broke all records since this house was opened seventeen years ago," telegraphed Aaron Jones, of Jones, Linick and Schaeffer, to Hiram Abrams, president of United Artists Corporation, when this new Chaplin dramatic comedy opened at the Orpheum theatre, Chicago. "All I can say is that it is marvelous. Congratulations."

**NOW BOOKING**

**UNITED ARTISTS CORPORATION**

Mary Pickford

Charlie Chaplin

Douglas Fairbanks

D. W. Griffith

Hiram Abrams, President

Joseph M. Schenck, Chairman, Board of Directors





# A WORLD'S RECORD!

## CHARLIE CHAPLIN

IN

### "THE GOLD RUSH"

### MARK STRAND

THEATRE  
"A NATIONAL INSTITUTION"  
BROADWAY at 47th ST.  
NEW YORK CITY

MOE MARK, PRESIDENT AND GENERAL MANAGER

August 24th, 1925.

Mr. Hiram Abrams,  
United Artists Corp.,  
729 Seventh Avenue,  
New York City.

Dear Mr. Abrams,

I am happy to advise you that Charlie Chaplin in "The Gold Rush" has just finished the greatest week ever played in any theatre in the world insofar as gross receipts and attendance are concerned. The week's gross was \$72,577.15. I am sure this establishes a record for the world. Our second Sunday receipts were as big as on the first Sunday. You must remember this business was done in very, very hot weather, which makes it all the more remarkable; also when you consider that we have no ice plant. With kindest regards,

Sincerely Yours,

*Joseph P. Plunkett*  
MANAGING DIRECTOR

### NOW BOOKING

### UNITED ARTISTS CORPORATION

Mary Pickford

Douglas Fairbanks

Charles Chaplin

D. W. Griffith

Hiram Abrams, President.

Joseph M. Schenck, Chairman, Board of Directors.





# CHARLIE CHAPLIN

## IN "THE GOLD RUSH"

*A Dramatic Comedy  
written and directed  
by Charlie Chaplin*



JOHN H. KUNSKY  
PRESIDENT AND TREASURER  
GEO. W. TRENDLE  
SECRETARY AND GENERAL MANAGER  
FOR ALL LISTED COMPANIES

### JOHN H. KUNSKY THEATRICAL ENTERPRISES

EXECUTIVE OFFICES  
MADISON THEATRE BUILDING  
BROADWAY AT GRAND CIRCUS PARK

DETROIT, MICHIGAN

THE ADAMS THEATRE COMPANY  
THE CAPITOL THEATRE COMPANY  
THE MADISON THEATRE COMPANY  
THE STATE THEATRE COMPANY  
THE COLUMBIA THEATRE INC.  
THE ALHAMBRA THEATRE INC.  
THE DE LUXE OPERATING COMPANY  
THE STRAND THEATRE INC.  
JOHN H. KUNSKY THEATRICAL ENTERPRISES

THE MADISON REALTY COMPANY  
THE CAPITOL BUILDING COMPANY

THE FIRST NATIONAL PICTURES INC.  
THE EDUCATIONAL FILM EXCHANGE  
THE MADISON FILM EXCHANGE

August 25, 1925.

Mr. Hiram Abrams,  
United Artists Corp.,  
729 Seventh Ave.,  
New York, N.Y.

Dear Mr. Abrams:-

I wanted to take this occasion to congratulate you upon having broken all records at the Adams Theatre on the opening week with the Charlie Chaplin production, "The Gold Rush". This picture played to 8,266 more people on the opening week than "The Hunchback of Notre Dame", which has held the record for attendance at the Adams Theatre ever since its opening, some seven years ago, and I felt that you should know it.

With best wishes, I am,

Sincerely,

*John H. Kunsky*  
John H. Kunsky.



### NOW BOOKING

#### UNITED ARTISTS CORPORATION

Mary Pickford

Douglas Fairbanks

Charles Chaplin

D. W. Griffith

Hiram Abrams, President.

Joseph M. Schenck, Chairman, Board of Directors.





# CHARLIE CHAPLIN

IN

## "THE GOLD RUSH"

*A Dramatic Comedy  
written and directed  
by Charlie Chaplin*



**A World's Record on  
Broadway; New House  
Records Everywhere**

Setting a box-office mark for the whole  
motion picture industry to shoot at

**"The Gold Rush"**

Has made swift history. A world's record for receipts and attendance, and a run of four weeks at the Mark Strand, in New York; a world's record for income per seat per day at the Orpheum, Chicago, and new box-office records everywhere - in big city or small - East, West, North or South - that's the story of "The Gold Rush."

**NOW BOOKING**

**UNITED ARTISTS CORPORATION**

Mary Pickford  
Douglas Fairbanks

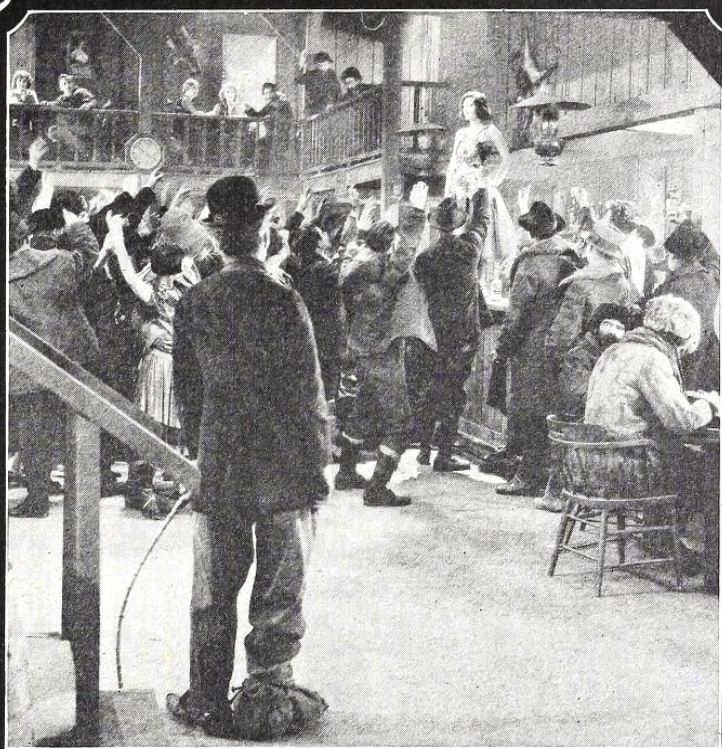
Charles Chaplin  
D. W. Griffith

Hiram Abrams, President.

Joseph M. Schenck, Chairman, Board of Directors.







# CHARLIE CHAPLIN

## IN "THE GOLD RUSH"

*A Dramatic Comedy  
written and directed  
by Charlie Chaplin*



### What The Critics Say

"Charlie scores again with a great box office treat. Rivet in your front and line up your police protection. You'll need it on this one."

—Film Daily.

"A great box-office picture, crammed with humor and fine touches. Should delight any type of audience and shatter records."

—Motion Picture World.

"Splendid entertainment all the world will pay to see. Superb Comedy. Get it, play it."

—Today.

"A box-office mint. Full of pathos and humor. Rare entertainment." —Mirror.

"It is the funniest and the saddest of comedies. 'The Gold Rush' collars you. Go see this." —News.

**NOW BOOKING**  
**UNITED ARTISTS CORPORATION**

Mary Pickford  
Douglas Fairbanks  
Joseph M. Schenck,  
Chairman, Board of Directors

Charles Chaplin  
D.W. Griffith  
Hiram Abrams,  
President



CHARLIE CHAPLIN  
IN "THE CIRCUS"

**CHARLIE  
CHAPLIN**

**SMASHES RECORD  
of MARK STRAND  
N.Y.C.**



in **The CIRCUS**

Let us quote from Variety, January 18th.: "Chaplin poured more money into the Stanley chalet than that stop off point has ever seen. Gross nearly four times above what house has been averaging and over the former record, held by "The Gold Rush" by about \$6,000."

It's The World's Greatest Show of Mirth.

**A natural *record  
smasher* anywhere**

**- UNITED ARTISTS**

**PICTURE**



Each picture sold individually—

on merit



# *The* CIRCUS HAS NOT BEEN EQUALED ON THE SILVER SHEET

*Variety...*

MOTION PICTURE NEWS: "'The Circus' is immense. Is keeping the ticket machine clicking, and How!"

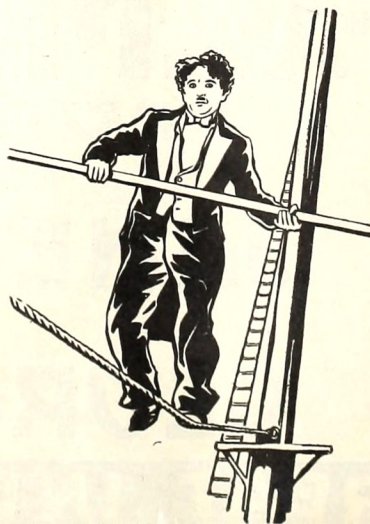
HI-HAT MAGAZINE: "The last word in just-what-they-want comedy. Two million dollars worth of box-office."

EXHIBITORS DAILY REVIEW: "One of the greatest comedies we have ever seen. One of the greatest box-office bets of the year."

FILM DAILY: "An outstanding picture this. Buy it. Watch the money roll in. Hire extra ushers."

NEW YORK JOURNAL: "Worth waiting for. It's a riot."

MORNING TELEGRAPH: "Good for roars of laughter loud enough to drown the voices of a jungle full of lionine monarchs."



NEW YORK DAILY NEWS: "Howling success. They're going, many thousands strong. Lines three blocks long to see the Circus."

NEW YORK TRIBUNE: "No one would dream of missing 'The Circus'."

NEW YORK POST: "A rare thing in the cinema world—a piece of genuine artistry."

NEW YORK SUN: "The laughter runs riot. Filled to the brim with a running succession of gags."

NEW YORK TELEGRAM: "Most hilarious barrage of humor—low, high and medium—to rattle the ribs during these twelve months."

NEW YORK WORLD: "Crowds stand ten deep. The most amusing of all Chaplin pictures."



# CHARLIE CHAPLIN

**BREAKING  
ALL RECORDS  
OF STRAND  
THEATRE  
N.Y.C.**

## in THE CIRCUS

**NEW YORK AMERICAN:** "There is a laugh a minute. Don't miss 'The Circus'."

**NEW YORK EVENING WORLD:** "Have not laughed so much in months. Will send you from the Strand with sore jaws."

**NEW YORK DAILY MIRROR:** "It is certain to live long. A riotous comedy."

**NEW YORK GRAPHIC:** "For speed and gags and laughs 'The Circus' has not been equalled on the sheet."



**MOTION PICTURES TODAY:** "The funniest motion picture ever made. Greatest of all comedies."

**ZITS:** "The greatest show of mirth on earth."

**HARRISON REPORTS:** "Is going to prove the most comical big picture Chaplin has ever made."

**LIFE:** "Is Charlie's best picture. Furthermore its everyone's best picture."

**THE WORLD'S GREATEST  
SHOW OF MIRTH  
UNITED ARTISTS PICTURE**





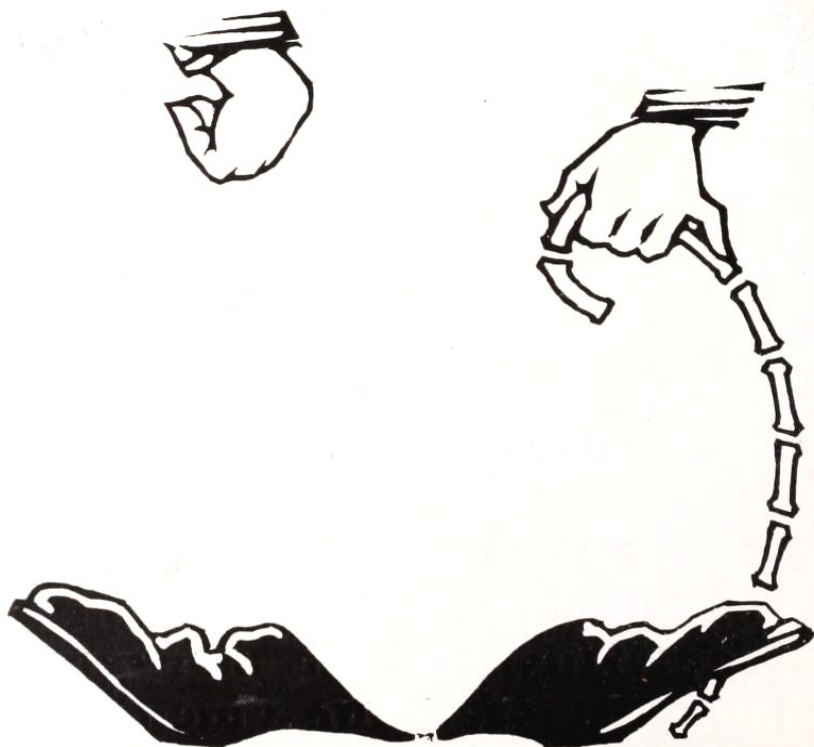
# Charlie Chaplin gets



The newspaper comments were so lengthy in their praise it was impossible to print them in this advertisement.

If you desire to read what they said get in touch with a United Artists salesman--- he will be delighted to show them to you.

*This is Charlie's greatest money-maker.*





**81,206** *for first week*

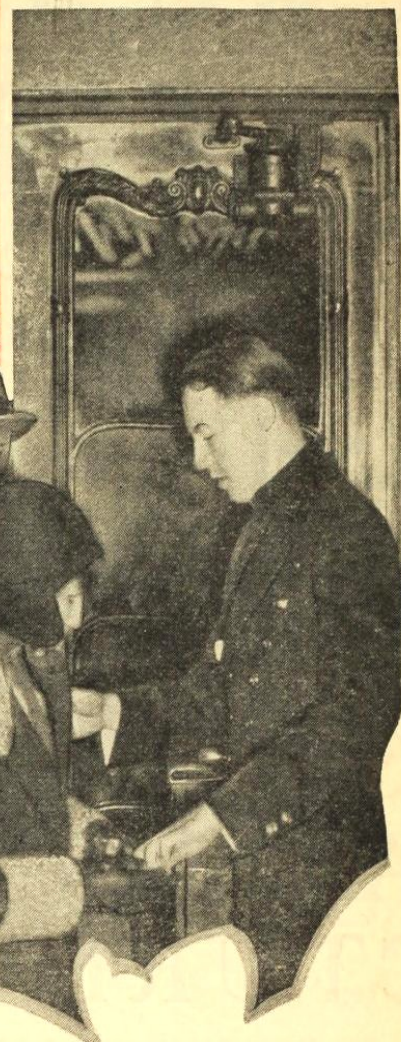
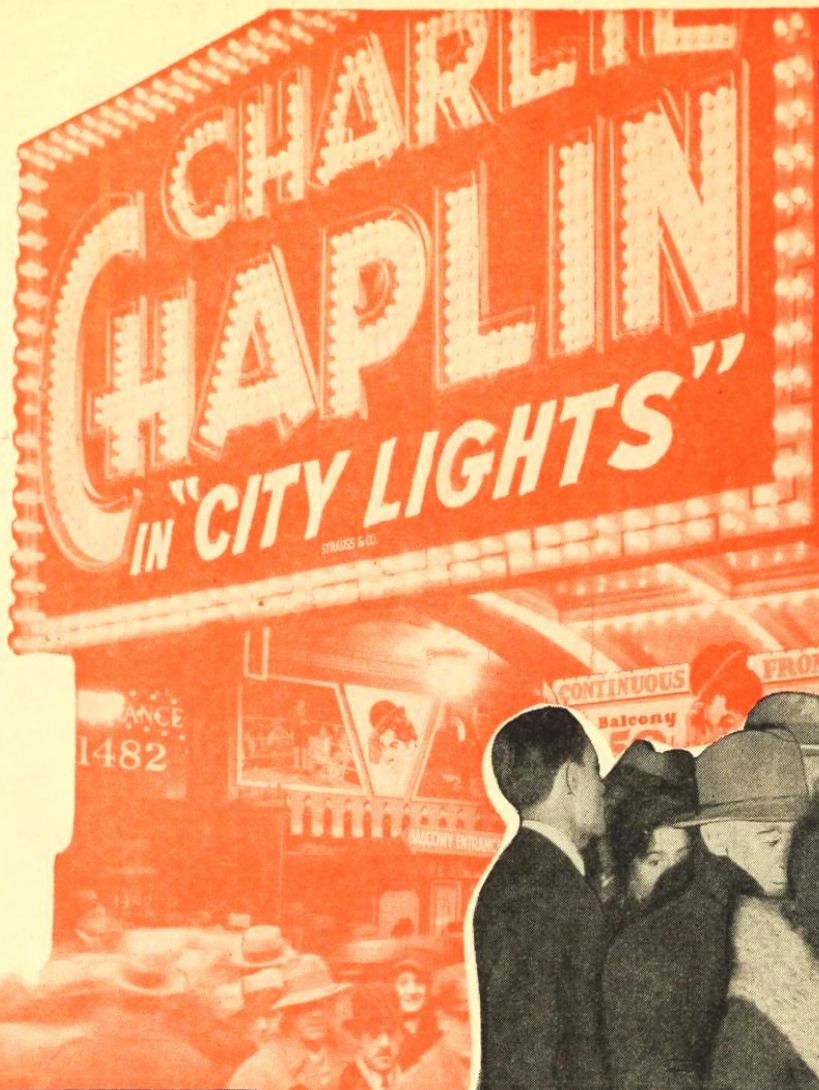


# **The CIRCUS.**

Breaks the record of the house, held by himself in "The Gold Rush." All New York is "Circus" bound. The second Saturday's receipts were greater than the first.

**It's the World's *Greatest* Show of *Mirth* and a  
UNITED ARTISTS PICTURE**





"Chaplin is away to a tremendous start at the Cohan which is doing nine shows a day and charging \$1 for the orchestra and first balcony with 50c in its gallery. House has been doing just short of \$10,000 a day. Not counting the Friday night (6) \$11 premiere, much of which was the usual courtesy give-away, picture is sure to run around \$57,000 on its first full week, a figure which few theatre men believed the house could hold at its capacity (1395) and scale. There has been a steady b.o. line since the feature started to grind early Saturday morning with this schedule only changed for Sunday when the house didn't open for business until afternoon, thereby cutting down the total number of performances."

—Variety, Feb. 11th.

## NEW YORK CRITICS GO WILD WITH ENTHUSIASM.

### TIMES

"Chaplin Hilarious in His 'City Lights.' . . Film Brings Roars of Laughter. . . spectators rocking in their seats with mirth. . ."

### HERALD TRIBUNE

"A brilliant film, genuinely hilarious comedy. . ."

### EVE. WORLD

" . . Chaplin has made another winner. . . boxing bout is one of the funniest sequences ever seen upon any screen."

### AMERICAN

" . . you must see it for yourself. To detail its thousand laughs would be unfair."

### NEWS

"'City Lights' brilliant. . . we laughed so much and so heartily at 'City Lights' that we feel considerably weakened. . ."

### SUN

"Charlie Triumphs Anew in 'City Lights'. . . He is killingly funny. . . hilarious gags. . . See for yourself."

### TELEGRAM

" . . hilariously funny picture full of some of the most side splitting antics I have ever seen. . . I had a grand and glorious time. . ."

### GRAPHIC

" . . hilarious. . . There was laughter galore for his audience. One of the notable flicker events of this young 1931."

### WORLD

"'City Lights' is superb. . . screamingly funny. . . represents the best pantomimic art we have in America. . ."

### JOURNAL

"Comedian a Hit in His Silent Film. You'll enjoy 'City Lights.'"

### POST

"A dazzling pattern of comedy and pathos. . . He remains the supreme pantomimist. Makes you shriek with delight."

### MIRROR

" . . Many laughs. . . sure fire ones. . . you'll want to see it. It's worth seeing. . . still the incomparable, magnificent Charlie Chaplin."







# HELP!"

cry ticket takers at  
Geo. M. Cohan  
Theatre, N. Y.

Thousands rushing, surging, jamming, cramming, standing, waiting,—all with one thought in mind—"We're going to see 'City Lights' or bust"—and nobody busts.

More than 55,000 people passed the ticket takers in five days. No wonder they holler "Help!"

Rain, snow, and cops mean nothing. If it pours, they wait in line; if it snows, they don't notice it—and if the cops try to hold 'em, they break right through.

What a picture!! WHAT AN ATTRACTION! Experienced showmen are watching the Cohan Theatre run with speechless amazement.

It's the topic of the day throughout the entire industry, and—

## UNITED ARTISTS

are almost as busy as the Cohan Theatre ticket takers listening to propositions.

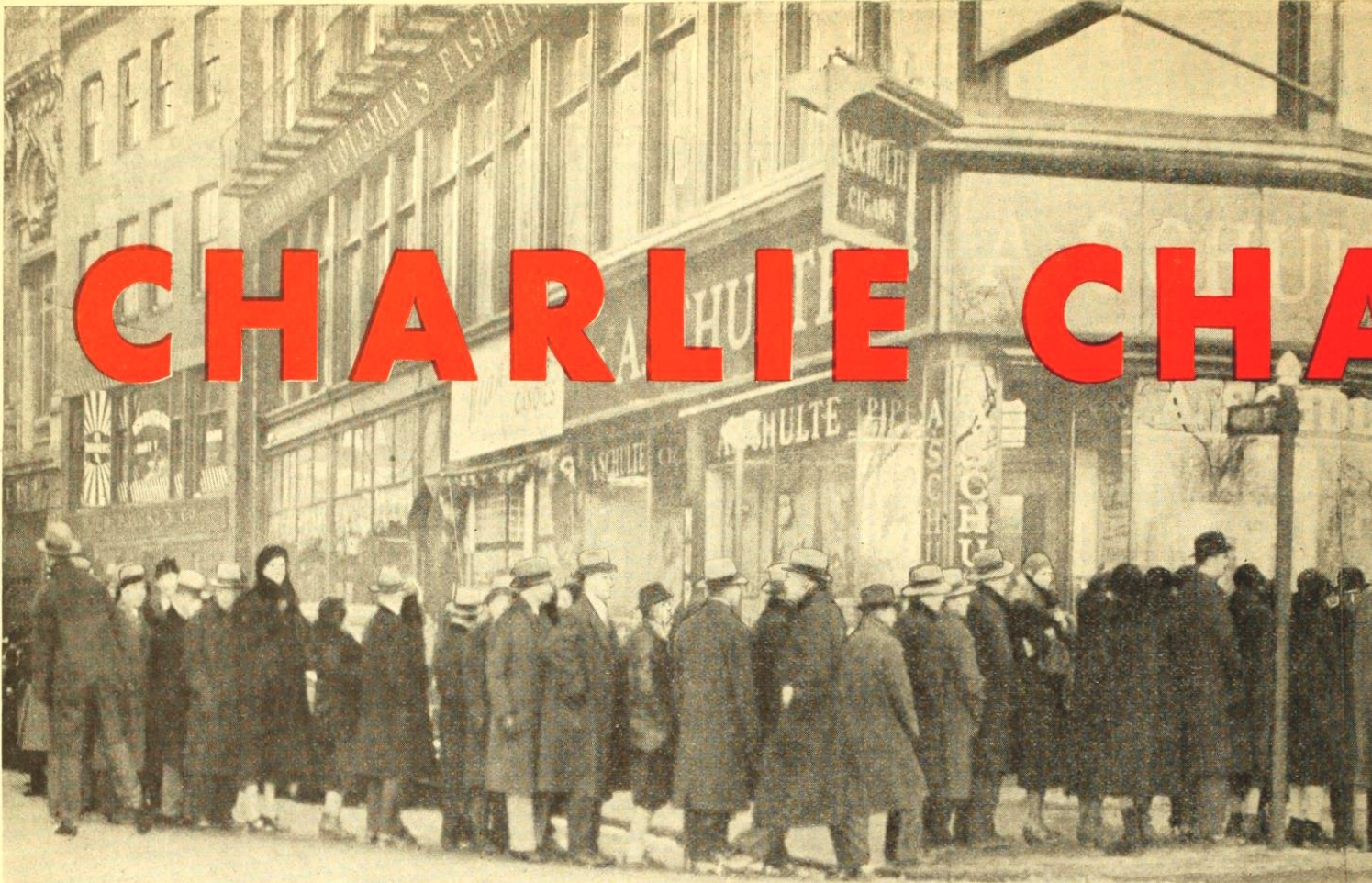
*Everybody wants this One!*



The Sign of Overwhelming  
Prosperity in any Theatre



# CHARLIE CHAPLIN



## "CITY LIGHTS"

Recognized anywhere

**\$17,200 Big  
For Chaplin  
In Ind. Run**

Indianapolis—Charlie Chaplin's "City Lights" copped off honors last week with a take of \$17,200 at the Palace. That was a big take, Lent and all things considered.

**\$31,000 Great  
For "Lights"  
At Cleveland**

Cleveland—Stormy weather, keen legitimate competition and Lent couldn't stop "City Lights," which pulled \$31,000 for a near-record at the Stillman, in the first week of a three-week run.

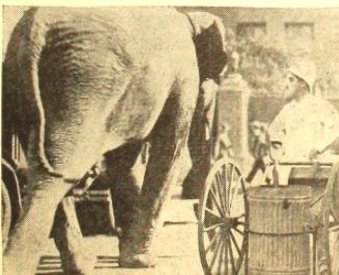
**'Lights' Nicks  
Chi Record**

Chicago—"City Lights" established a new house record at the United Artists Theatre here, grossing \$46,562 for the week ending Thursday night. This figure includes a preview night gross of \$2,700.

**\$25,640 Is  
Near Record  
For 'Lights'**

Cincinnati—"City Lights" at the RKO Palace led the procession last week with a gross of \$25,640, which is only two grand below the house record.

—and 6th week at Cohan Theatre







# LINE UP!

## e by its length

### 'City Lights' Sets Record In Chicago

Chicago—Residents of the Windy City flocked en masse to the United Artists Theatre, where Charlie Chaplin was holding forth in "City Lights," as a result a new house record was established, the gross being \$46,000. It was a holdout all week. The Chicago had an excellent week.

### \$24,000 a Wow For "Lights" Film at Prov.

Providence—Charlie Chaplin's "City Lights" clambered into the big money here this week, garnering about \$24,000 at Loew's State. So insistent was the demand for seats that Manager McCarthy ran eight shows a day, the last starting at 10:30 P. M., an innovation for this town.

### Chaplin Big At \$28,900 At Buffalo

Buffalo—"City Lights" went over so well at the Great Lakes that it was held over on the high take of \$28,900. This is the first holdover since the house adopted its stage show policy.

### Chaplin Film Proves Smash In Twin Runs

Denver—Playing day and date at the Tabor and Aladdin, "City Lights" was the bright spot in the week's business. Sunday prices prevailed all week. The Aladdin does not open until 2 P. M., but \$24,000 for the two houses looked mighty good. The figure of \$14,000 tied the house record at the Tabor since it has been under Huffman's management, and the Tabor was far above average. The Tabor houses felt the competition.

New York, brought **\$45,000**

**UNITED**

of



**ARTISTS**

course



# TWO OUTSTANDING

## For Young America

The inspiring romance and drama of the immortal "Lincoln"--ideal and hero of Americans of all ages, has a sure-fire appeal for the youngsters.

Charlie Chaplin in "City Lights" is bringing the kids back to the theatre in droves. Selected by "The Parents Magazine" as being ideal entertainment for children. The magazine gave the film its highest award---The Seal of Honor.

# CHARLIE CHAPLIN

IN

# CITY LIGHTS

*Written, Directed and Produced by*

## CHARLES CHAPLIN

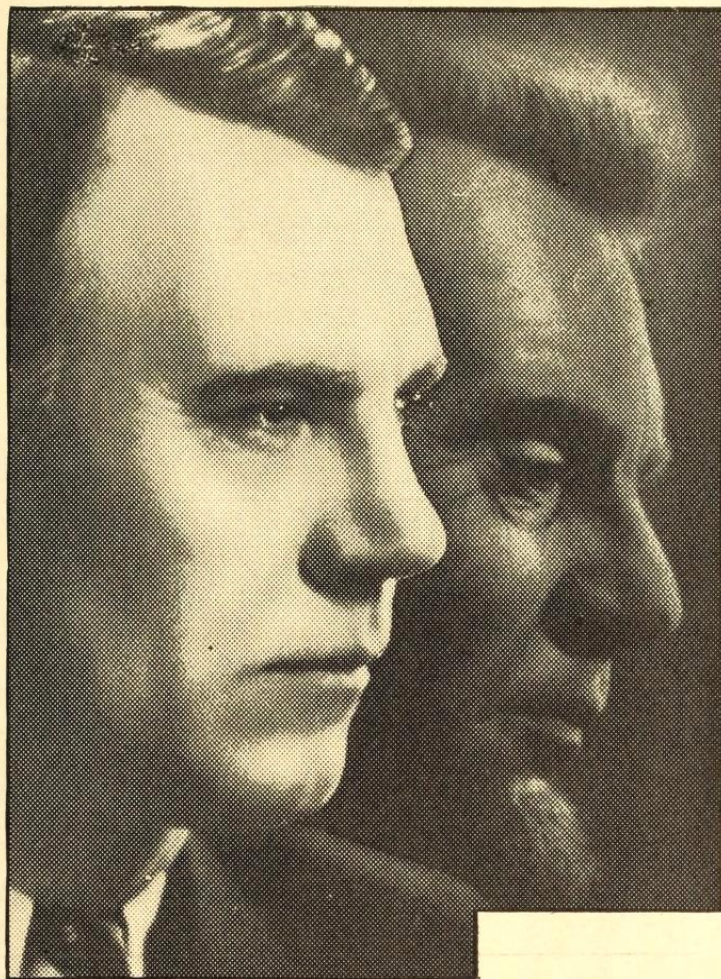


## UNITED ARTISTS PICTURES



# ATTRACTIONS

from Eight to Eighty!



JOSEPH M.  
SCHENCK  
*presents*

## D. W. GRIFFITH'S

*Supreme Achievement*

## ABRAHAM LINCOLN"

with

## WALTER HUSTON

and UNA MERKEL

## ES — The World's Best





**H**e stands alone as the greatest  
entertainer of Modern Times!

*Charlie* Chaplin  
in  
MODERN  
TIMES

written, directed and produced  
by CHARLES CHAPLIN  
Released thru UNITED ARTISTS

World Premiere Wednesday, Feb. 5th Rivoli Theatre, N. Y.



*First* **NEW YORK**

Chaplin film shatters every record in the history of the Rivoli Theatre, both for cash and attendance. Seventh day of picture hits unprecedented gross exceeding opening day, by more than \$2,000. Held over indefinitely.

*then* **PHILADELPHIA**

Chaplin popular priced opening at Erlanger Theatre has crowds stampeding toward house record. SRO signs hung out at every performance, with box office closed several times due to the impossibility of selling against a "Standing Room Only" house.

*now* **LOS ANGELES**

Now Los Angeles joins the record-breaking procession with simultaneous showings at Loew's State and Grauman's Chinese. As we go to press, the Chaplin figures are far ahead of any other opening day. Hollywood celebrities in throngs pay homage to the greatest entertainer of Modern Times.

*watch* **BOSTON**

Saturday, Feb. 15th is the opening day. The riot squad is on its toes because the first three openings of the Chaplin film have proven that his name is unmatched magic at the box office.



# *Charlie Chaplin* in **MODERN TIMES**

written, directed and produced by  
**CHARLES CHAPLIN**

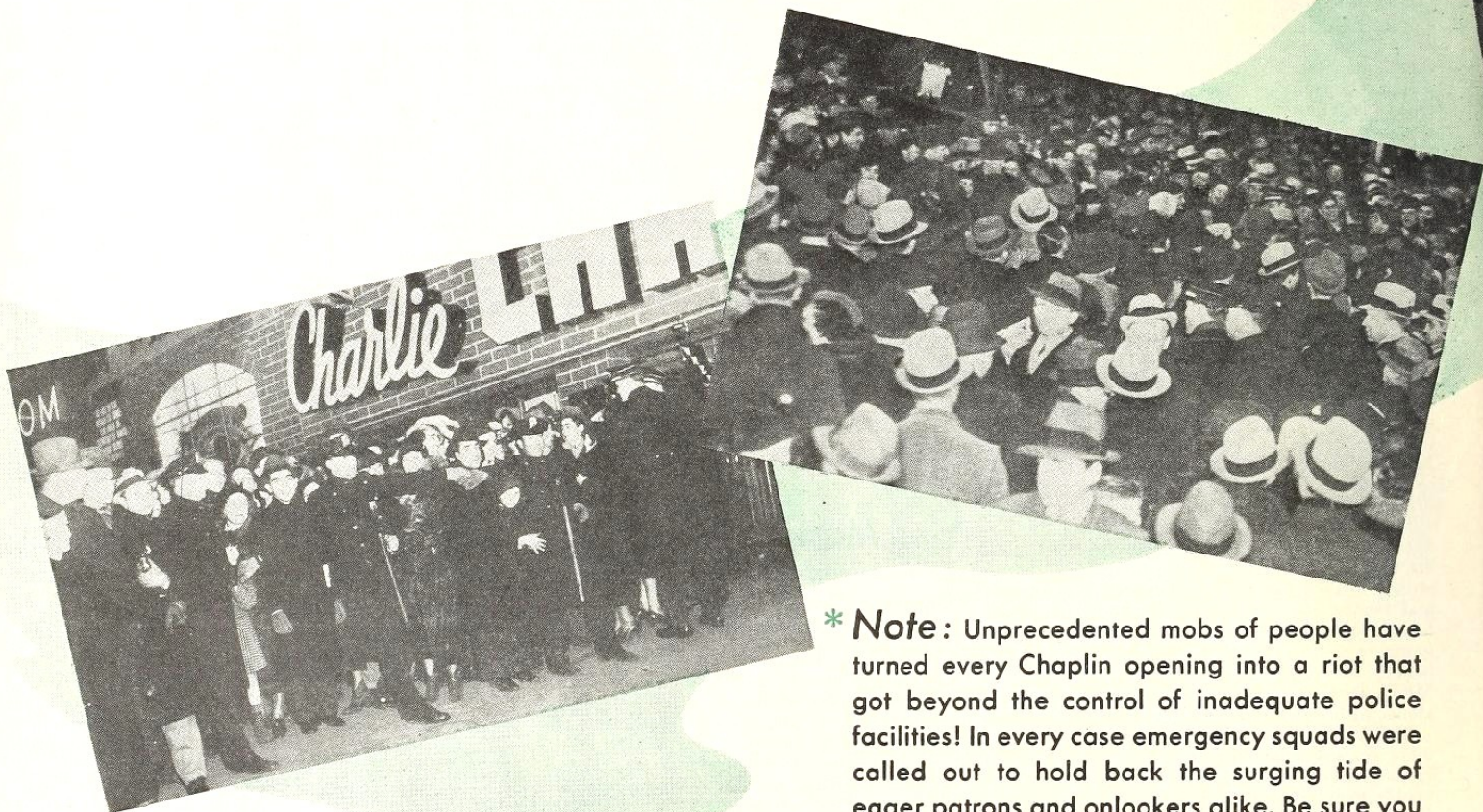
• Released thru **UNITED ARTISTS**



# *Calling* ALL CARS!

Reports from NEW YORK CITY, LOS ANGELES, MIAMI, PHILADELPHIA, BOSTON and LONDON\* urge us to call out the riot squads in advance for the Chaplin openings on Feb. 21st in the following cities:

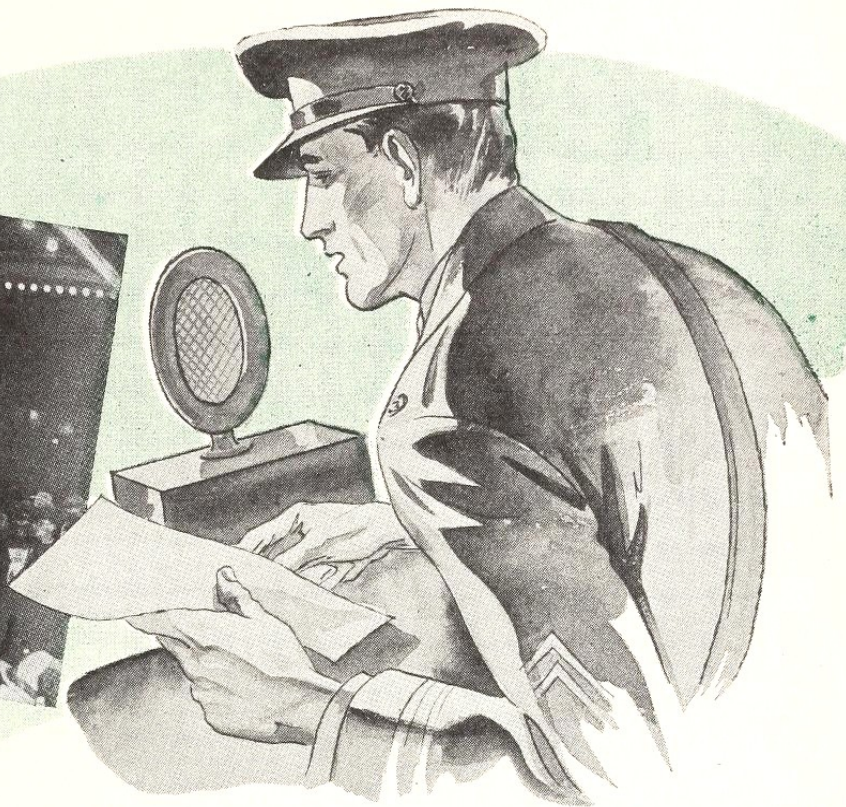
DAYTON, O. • TOLEDO, O. • RICHMOND, VA.  
NORFOLK, VA. • HOUSTON, TEX. • ATLANTA, GA.  
NEW ORLEANS, LA. • NASHVILLE, TENN. • AKRON, O.  
MEMPHIS, TENN. • LOUISVILLE, KY. • CANTON, O.  
CLEVELAND, O. • BALTIMORE, MD.



\* **Note**: Unprecedented mobs of people have turned every Chaplin opening into a riot that got beyond the control of inadequate police facilities! In every case emergency squads were called out to hold back the surging tide of eager patrons and onlookers alike. Be sure you are protected. Get the full cooperation of your local police force before you open this picture.



# Calling ALL CARS!



CHARLIE

*Chaplin*

in

MODERN  
TIMES

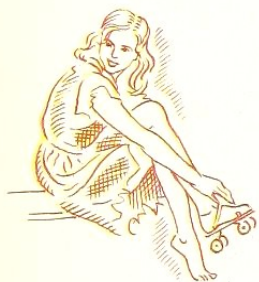
Written, Directed and Produced  
by CHARLES CHAPLIN  
Released thru UNITED ARTISTS



Released thru  
**UNITED ARTISTS**



*The picture of which it really can be said.*



*He stands  
alone as the  
greatest  
entertainer  
of modern  
times*



*Charlie*

*Released* **FEBRUARY 21<sup>ST</sup>**



"THE WHOLE WIDE WORLD IS WAITING FOR!"



*Chaplin*

in

# MODERN TIMES

HIS NEWEST AND GREATEST COMEDY!

*written, directed and produced by Charles Chaplin*

*Released thru UNITED ARTISTS*



*Immediate Release at*

*Charlie Chaplin*  
*talks in his new comedy*

**The Great DICTATOR**

Produced, written and directed by CHARLES CHAPLIN  
with PAULETTE GODDARD

JACK OAKIE • HENRY DANIELL • REGINALD GARDINER  
BILLY GILBERT • MAURICE MOSCOVICH

*Released thru United Artists*





# Advanced Prices!



**.....TO MEET THE DEMAND  
OF MILLIONS CLAMORING  
TO SEE IT WITHOUT DELAY!**

*Never such crowds in all entertainment history! They wait for hours eagerly to see it! **ALDINE, PHILADELPHIA**, smashed every known record opening day. Second day bigger than opening. Third day bigger than second. Fourth day bigger than third!*

*Now in its **THIRD WEEK** of all-time highs at the **CAPITOL, NEW YORK**, with seats for two-a-day engagement at the **ASTOR** selling eight weeks ahead.*

IMMEDIATE ENGAGEMENTS at the Warner, Pittsburgh; Great Lakes, Buffalo; State and Orpheum, Boston; State, Providence; Loew's, Rochester; State, Syracuse; Loew's, Dayton; Valentine, Toledo; State, Houston; Palace, Indianapolis; State, Louisville; Midland, Kansas City; State, New Orleans; State, Memphis; State, St. Louis; Century, Baltimore; Poli, Springfield; Elm Street, Worcester; Majestic, Bridgeport; Poli, Hartford; Poli, New Haven; Apollo and

Roosevelt, Chicago; Broad, Columbus; Stillman, Cleveland; Poli, Waterbury; Fifth Avenue, Seattle; Broadway, Portland; Paramount, Denver; Fox, Spokane; Palace, Washington; Palace, Youngstown; Orpheum, Montreal; Palace, Meriden; Shea's, Erie, Penn, New Castle; Loew's Grand, Atlanta; Kearse, Huntington, W. Va.; Paramount, Steubenville, O.; Fox, Milwaukee; Elgin, Ottawa; Marlow, Helena, Mont.; Rialto, Butte, Mont.

\*"The Great Dictator" will not be shown until the summer of 1941 except under advanced price policy.





**THE  
WORLD WILL SOON BE  
*LAUGHING* AGAIN!**

WORLD PREMIERE TUESDAY EVE., OCTOBER 15  
at the Astor and the Capitol Theatres, New York.  
All seats reserved at \$2.20. Thereafter, all seats  
reserved at the Astor only at \$2.20 top, while at  
the Capitol, continuous showing, from \$1.10 to 75c.

*Charlie Chaplin*



**THE *Great* DICTATOR**

PRODUCED, WRITTEN AND DIRECTED BY CHARLES CHAPLIN

with **PAULETTE GODDARD**

JACK OAKIE • HENRY DANIELL • REGINALD GARDINER • BILLY GILBERT • MAURICE MOSCOVICH

Released thru UNITED ARTISTS



*Mosley filmed*

**NEW** hat  
**NEW** coat  
**NEW** pants  
**NEW** shoes  
**NEW** laughs

# A COMEDY OF MURDERS

The Story of  
a Modern French  
Bluebeard!

*but the same great*  
**CHARLES  
CHAPLIN**

*Hysterical*  
**LAUGHTER!**  
*Haunting*  
**ROMANCE!**  
*Shocking*  
**DRAMA!**

# "Monsieur Verdoux"

*featuring*

MARTHA RAYE and ISOBEL ELSDON-MARIJYN NASH-ROBERT LEWIS

Written and Directed by CHARLES CHAPLIN Associate Directors Robert Florry & Wheeler Dryden

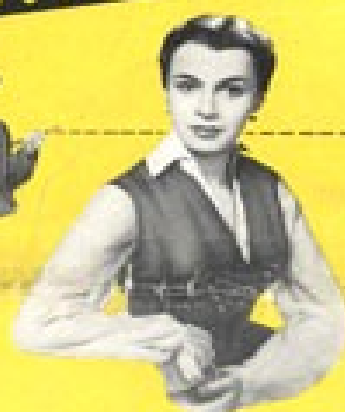




A NEW MASTERPIECE OF LAUGHTER AND TEARS  
FROM THE MASTER OF COMEDY!

# CHARLES CHAPLIN'S

## LIMELIGHT



CHARLES  
**CHAPLIN**  
IN HIS HUMAN DRAMA  
**LIMELIGHT**

NOW — WATCH THE  
SMASHING RETURNS  
EVERYWHERE... PAGED  
BY THE SENSATIONAL  
2-THEATRE RUN  
IN NEW YORK!

UNITED  
ARTISTS  
PRESSBOOK

ASTOR  
CHARLES  
CHAPLIN  
LIMELIGHT

ASTOR  
CHARLES  
CHAPLIN  
LIMELIGHT



# Charles Chaplin

*in his first dramatic role*

## LIMELIGHT

*An inspiring drama of Love!*

*Laughter! and Tears!*

co-starring

**CLAIRE BLOOM**

**SYDNEY CHAPLIN**

*featuring*

**NIGEL BRUCE  
NORMAN LLOYD  
BUSTER KEATON  
MARJORIE BENNETT**

Written, Directed and  
Produced by Charles Chaplin





# 1957 - Attica

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**Charles Chaplin·Dawn Addams**



# A King in New York



**"THE STAR."** Five minutes ago I was helplessly laughing at Charles Chaplin in his new film "A KING IN NEW YORK." My stomach muscles are still aching, my ribs are a little sore and my eyes moist.

**"DAILY MIRROR."** It is a masterful, mischievous take-off of this turbulent H. Bomb age.

**"DAILY SKETCH."** It is illuminated with passing shafts of brilliant wit.

**"SUNDAY TIMES."** It has a heaven sent gift of making you laugh uncontrollably.

**"REYNOLDS NEWS."** Charlie still reigns as Clowned Head. He makes us laugh at our follies. . . .





# **Charles Chaplin** **Dawn Addams**

# **A King** **in** **New York**®



**now in its**  
**4th GREAT WEEK**

**AT**  
**LEICESTER SQUARE THEATRE**  
**CAMEO-POLY, OXFORD CIRCUS** **LONDON**

DAILY MIRROR: "SUPERBLY FUNNY"

DAILY MAIL: "CHAPLIN STILL HAS NO EQUAL"

EVENING STANDARD: "DO GO AND SEE IT"

SUNDAY EXPRESS: "PURE COMIC GENIUS"

NEWS OF THE WORLD: "THERE ARE MORE HONEST LAUGHS TO THE  
MINUTE THAN ANY PICTURE I'VE SEEN IN MONTHS"

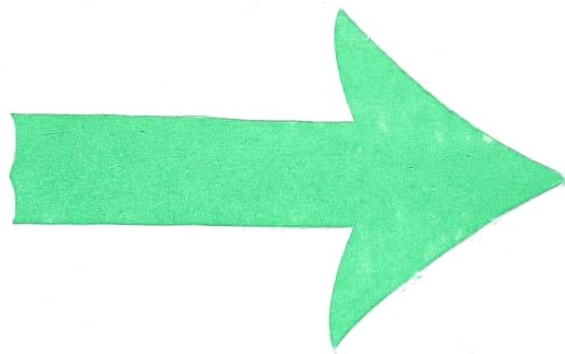




# Other

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Pathepicture





Pathe' pays Half a  
privilege of bringing back to  
**Charlie Chaplin**  
famous **Million Dollar**  
with First National

**Pathe' Exchange, Inc.**  
35 WEST 45TH STREET  
New York

No. 86602  
SEPT, 8, 1925.

CHAS. CHAPLIN FILM CORP.

AS PER CONTRACT

TO THE ORDER OF

SEP 11 1925

\$\$\$ TWO HUNDRED THOUSAND \$\$\$

DOLLARS

86601  
25.

\$300000.00

TO MECHANICS & METALS NATL. BK. OF N.Y.  
FIFTH AVE. BRANCH

ASST. TREAS. | SECY | VICE PRES.

*John J. Sullivan*  
CASHIER

TO FRUITABLE TRUST CO. OF N.Y.  
MADISON AVE. OFFICE.

SEP 11 1925

\$\$\$ THREE HUNDRED THOUSAND \$\$\$

DOLLARS

86601  
25.

\$300000.00

TO FRUITABLE TRUST CO. OF N.Y.  
MADISON AVE. OFFICE.

ASST. TREAS. | SECY | VICE PRES.

*John J. Sullivan*  
CASHIER

Pathepicture

TRADE



MARK



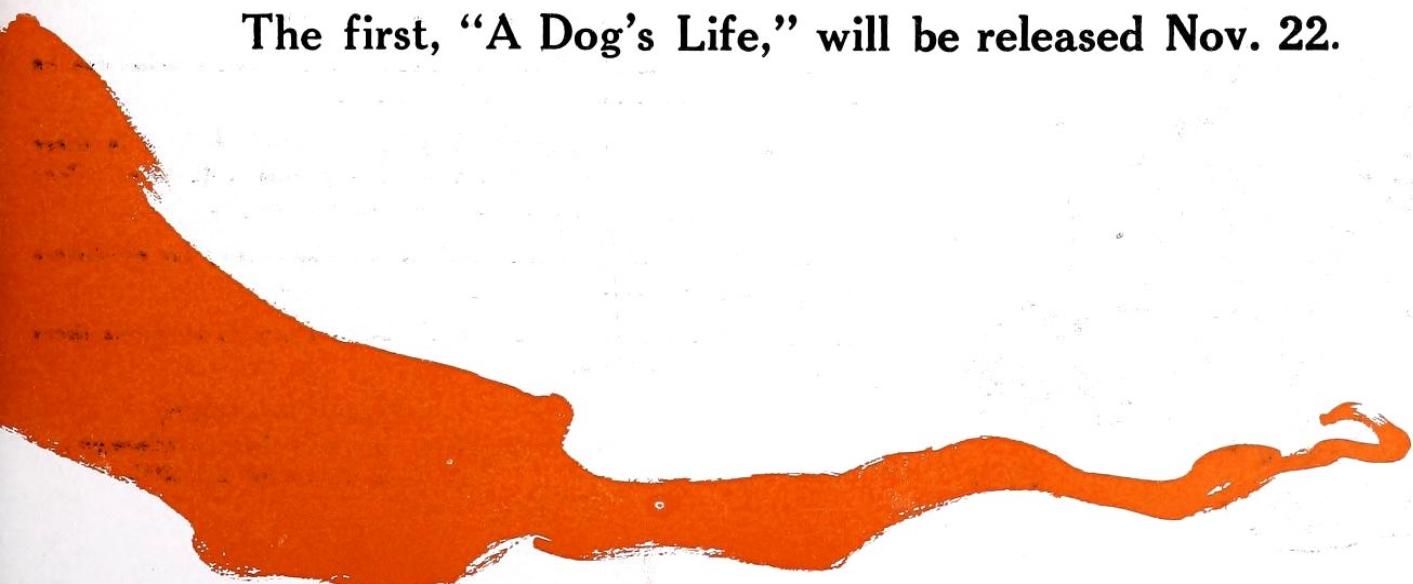
# Million for the the screen the First Four Pictures made under his Eight Picture Contract

Four triumphant successes, "A Dog's Life," "Shoulder Arms," "A Day's Pleasure" and "Sunnyside," which include some of the greatest pictures this amazing screen personality has ever made!

Never before have pictures for re-presentation brought such a price. Only Chaplin productions could have done it.

These Chaplin pictures are always first runs. As box office attractions *today* they are in a class by themselves.

The first, "A Dog's Life," will be released Nov. 22.





For the first time in the business,  
rights for re-presentation of pictures  
have cost as much as on original  
release ----They are **Charlie Chaplins**  
of course



When, a number of years ago, First National made a million dollar contract with Charlie Chaplin for eight two-reel pictures, the price was considered very high.

Since that time it has been amply demonstrated that the price, far from being excessive, made that contract one of the very best buys any distributor has ever made.

Every one of those pictures was good. Among them are some of the outstanding successes of the business.

Chaplin's screen career is absolutely unique. His pictures have undoubtedly played over 500,000 bookings, yet who ever heard of a booking that wasn't a success?

All of his pictures have made money for everyone. There is probably not one exhibitor in the many thousands all over the world but what has money he wouldn't have if he hadn't played Chaplin.

PATHE HAS JUST PAID HALF A MILLION DOLLARS FOR THE PRIVILEGE OF BRINGING BACK TO THE SCREEN THE FIRST FOUR CHARLIE CHAPLIN PICTURES MADE UNDER HIS FAMOUS MILLION DOLLAR CONTRACT WITH FIRST NATIONAL FOR EIGHT PICTURES

AND—

THE PRICE PAID IS THE SAME PRICE THAT WAS PAID FOR THEM ON ORIGINAL ISSUE.

"A Dog's Life" will be released on Nov. 22nd. "Shoulder Arms," "A Day's Pleasure" and "Sunnyside" will follow.

In all honesty I do not know where so much box-office value can be secured, dollar for dollar and foot for foot.

If there is any box-office certainty in any product, it is in these pictures. Like diamonds their value has grown with time. They are PROVEN product, the best that can be bought.

To be able to offer pictures so certain to make money for exhibitors is a privilege indeed.

We are confident that exhibitors will be as eager to welcome them as we were to get them.

ELMER PEARSON,  
Vice-President and General Manager,  
PATHE EXCHANGE, INC.









# Charlie Chaplin

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